Request for Reconsideration after Final Action

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ARGUMENT(S)	

RESPONSE TO FINAL OFFICE ACTION

The Examining Attorney has issued a Final Office Action dated February 8, 2012, maintaining that Applicant's mark is primarily geographically descriptive and that Applicant conceded the geographic description of the mark by providing a Section 2(f) claim in the application as originally filed. The Examining Attorney also maintains that the evidence previously submitted is insufficient to seek registration based on acquired distinctiveness. In response to the Final Office Action dated February 8, 2012, Applicant respectfully requests reconsideration of the referenced application based on the previously submitted arguments and the following.

REMARKS

The Mark is Not Primarily Geographically Descriptive Under Trademark Act Section (2)(e)(2)

A trademark may be refused registration on the principal register if it "[c]onsists of a mark which . . . when used on or in connection with the goods of the applicant is primarily geographically descriptive of them." 15 U.S.C. §1052(e)(2). However, "[t]he word 'primarily' should not be overlooked, for it is not the intent of the federal statute to refuse registration of a mark where the geographic meaning is minor, obscure, remote or unconnected with the goods." World Carpets, Inc. v. Dick Littrell's New World Carpets , 438 F.2d 482, 168 USPQ (5th Cir. 1971). Indeed, the Trademark Manual of Examining Procedure ("TMEP") provides:

To establish a prima facie case for refusal to register a mark as primarily geographically descriptive, the examining attorney must show that:

- (1) the primary significance of the mark is a generally known geographic location;
- (2) the goods or services originate in the place identified in the mark; and
- (3) purchasers would be likely to believe that the goods or services originate in the geographic place identified in the mark.

TMEP §1210.01(a) (emphasis added).

"It is not sufficient for the Patent and Trademark Office (PTO) [to justify refusal to register a mark] to establish simply that the mark is the name of a place known generally by the public." *In re Jacques*

Bernier, Inc., 894 F.2d 389, 391, 13 USPQ 1725 (Fed. Cir. 1990); see In re Nantucket, Inc., 677 F.2d 95, 101, 213 USPQ 889 (reversing refusal to register based on Section2(e)(2) when "[t]he only indication of record that Nantucket is primarily a geographical term resides in dictionary listings referring to Nantucket Island as a summer resort and former whaling center"). Such refusal is inappropriate, because a term may have numerous connotations aside from its geographic descriptiveness. See In re Dixie Ins. Co., 223 USPQ 514, 517 (TTAB 1984) (noting the numerous connotations of Dixie and stating, "[a]bsent any evidence showing that these connotations do not obviate the primary geographical significance of the term used in respect of [applicant's services], we conclude that the Examining Attorney's refusal of registration under Section 2(e)(2) lacks sufficient evidentiary support.")

Consequently, "if the mark creates a separate readily understood meaning that is not geographic, registration should not be refused." TMEP 1210.02(b)(i); see In re Int'l Taste Inc., 53 USPQ 2d 1604, 1605 (TTAB 2000) (finding examining attorney failed to establish primary significance of term "Hollywood" as geographic location and not general entertainment industry); In re Urbano, 51 USPQ 2d 1776, 1780-81 (TTAB 1999) (concluding primary significance of phrase "SYDNEY 2000" as reference to Olympic Games and not primarily geographically descriptive"); In re Jacques Bernier, Inc., 894 F.2d 389, 391, 13 USPQ 1725 (reversing refusal to register the mark "Rodeo Drive" and recognizing indication of high quality); Hyde Park Clothes, Inc. v. Hyde Park Fashions, Inc., 93 USPQ 250, 254 (S.D.N.Y. 1951) (recognizing words "Hyde Park" to be valid registered trade mark as they "are used commercially to mean a product that is stylish or of high quality" and, therefore, not "merely geographical"). Moreover, to the extent that there is any doubt as to the primary significance of a term, doubt is to be resolved in favor of the applicant. See In re Int'l Taste Inc., 53 USPQ 2d at 1606; In re John Harvey & Sons Ltd., 32 USPQ 2d 1451, 1455 (TTAB 1994); In re Dixie Ins. Co., 223 USPQ at 517.

Applicant respectfully requests that the Examining Attorney apply these well-established principles to the facts at hand and submits that such application justifies reconsideration of the Examining Attorney's refusal. It does not appear that the Examining Attorney applied these principles to Applicant's mark, for the Examining Attorney summarily concludes without discussion that "the primary significance of TEXAS is geographic as TEXAS is a well-known state in the United States". This conclusion, however, fails to take into account other connotations of the term Texas. For example, Texas connotes something of expansive or substantial size. See, e.g.,

http://en.wikipedia.org/wiki/Texas-sized ("Texas-sized is an expression that can be used to describe something that is approximately the size of the U.S. state of Texas, or to describe something (usually but not always originating from Texas) that is large compared to other objects of its type.") See Exhibit I; http://wikitravel.org/en/Texas ("Known for the . . . larger-than-life") See Exhibit II. This connotation is well-known. In fact, the most successful show in the history of television, Dallas, was specifically set in "the big state of Texas—where life is lived in the fast lane, where everything is bigger and badder than anywhere else." http://www.ultimatedallas.com/dallas. See Exhibit III. Similarly, Texas connotes ambition, which goes hand-in-hand with the phrase "bigger and badder". See id. Additionally, Texas connotes a spirit of independence and diversity. See e.g., http://wikitravel.org/en/Texas ("Texans maintain a fiercely independent attitude" and "Texas has maintained its fascinating independent spirit", and "[t]he ethnic background of Texas is extremely diverse"). See Exhibit II.

These well-known connotations of Texas-large, independent, ambitious and diverse-describe Applicant's goods/services. Indeed, the evidence previously submitted (Dances on the Prairie DVD back cover in Exhibit 2 in Response to Office Action filed June 9, 2011, and Texas Sculpture Garden website, quote by Ted Pillsbury in Exhibit 3 in Response to Office Action filed June 9, 2011, and submitted here reveals that Applicant's goods/services have repeatedly been heralded as the "largest private collection" of contemporary Texas sculpture and the "largest permanent collection" of work by Texas sculptors ever assembled. See Exhibit 5 in Response to Office Action filed June 9, 2011, Art & Seek dated May 10, 2011; Traveltex;, Dmagazine dated May 10, 2011. They have also been described

as "a very worthy and important initiative; a most ambitious project." Additionally, the goods/services are uniquely diverse in materials, styles, accessibility, and age span. See Exhibit 3 in Response to Office Action filed June 9, 2011. www.texassculpturgarden.org (diversity of both materials and styles", "accessible to a wide variety of people", "broad age is represented"); Art & Seek ("accessible to everyone").

In this case, therefore, the primary significance of the term Texas is not merely geographical. Rather, the primary significance of the term is to reflect the attributes of something large, independent, and diverse. Furthermore, to the extent that any doubt exists as to the primary significance of the term in this case, such doubt must be resolved in favor of Applicant. For these reasons, Applicant respectfully requests the Examining Attorney to reconsider her refusal under Section 2(e)(2).

The Mark Has Acquired Distinctiveness Under Trademark Act Section 2(f)

If an applicant establishes that the mark in question has acquired distinctiveness in relation to the named goods or services, then the mark is registrable on the Principal Register under Section 2(f) of the Trademark Act. See 15 U.S.C. §1052, §2(f). "Section 2(f) is not a provision on which registration can be refused," ... but is a provision under which an applicant has a chance to prove that he is entitled to a federal trademark registration which would otherwise be refused." Yamaha Int'l Corp. v. Hoshino Gakki Co., 840 F.2d 1572, 1580, 6 USPQ2d 1001, 1007 (Fed. Cir. 1988), quoting In re Capital Formation Counselors, Inc., 219 USPQ 916, 917 n.2 (TTAB 1983).

"The statute is silent as to the weight of evidence required for a showing under Section 2(f) 'except for the suggestion that substantially exclusive use for a period of five years immediately preceding filing of an application may be considered prima facie evidence." In re Owens-Corning Fiberglas Corp., 774 F.2d 1116, 1125, 227 USPQ 417, 422 (Fed. Cir. 1985) (quoting In re Hehr Manufacturing Co., 279 F.2d 526, 528, 126 USPQ 381, 382-83 (1960)). Additionally, the applicant may present any competent evidence to establish that a mark has acquired distinctiveness. 37 C.F.R. §2.41(a) ("applicant may submit . . . appropriate evidence showing duration, extent and nature of use in commerce and advertising expenditures in connection therewith . . . , and affidavits, or declarations . . . , letters or statements from the trade or public, or both, or other appropriate evidence tending to show that the mark distinguishes such goods").

With respect to proof of advertising, an applicant need not spend great sums of money to be entitled to trademark protection. In *Parrot Jungle, Inc. v. New York*, 512 F.Supp. 266, 269, 213 USPQ 49 (S.D.N.Y. 1981), for example, the court found that the party seeking protection advertised "modestly but extensively, primarily by providing brochures to travel agencies and tour groups." Noting that the party seeking protection also distributed, through the Florida Department of Commerce, a "twenty-eight minute film" about the mark, the court found the mark had acquired a secondary meaning. *Id.*

In this case, the Examining Attorney claims that Applicant's exclusive period of use is "insufficient to show acquired distinctiveness because that applied-for mark is highly geographically descriptive of applicant's goods and/or services." The Examining Attorney has suggested, however, that "advertising expenditures, statements of consumer recognition, or other related proof" would further the course of prosecution by showing that Applicant's mark has actually acquired distinctiveness in the minds of the general public. As explained above, Applicant respectfully disagrees with the Examining Attorney's conclusion that the mark is highly geographically descriptive. However, in an effort to further prosecution of its mark, Applicant now submits additional proof of acquired distinctiveness as requested by the Examining Attorney.

More specifically, Applicant submits the declarations of Lisa Boyer and Kristina Hahsler, along with exhibits, in response to the Examining Attorney's suggestion. *See Exhibit IV*. These submissions evidence Applicant's efforts and expenses in advertising, promoting and marketing the Texas Sculpture Garden, as well as Applicant's success in acquiring distinctiveness of tis mark. Indeed, Applicant's

efforts and expenses far exceed those which entitled the applicant in *Parrot Jungle* to registration. By way of example, Applicant hired a full-service advertising, design and public relations firm over a decade ago to advertise, market and promote the Texas Sculpture Garden. Applicant has continuously engaged the firm's services through the present, incurring extensive expenditures in the range of \$250,000 to \$300,000. The firm has obtained extensive media coverage for the Texas Sculpture Garden over the course of its services, reaching readership in the millions, and now routinely receives unsolicited inquiries from media outlets in connection with the Texas Sculpture Garden. Unsurprisingly, Applicant's efforts and expenditures have drawn a broad spectrum of the public, and Applicant has seen a marked increase in the scheduled tour traffic of the Texas Sculpture Garden.

It should also be noted that other evidence of the mark's acquired distinctiveness has been previously submitted. For example, Applicant's mark has been included in the guidebook, Exploring Dallas with Children, which is touted by The Dallas Morning News as "one of the most useful tools in finding things to do around the city" and is widely sold and distributed through Barnes & Noble and Amazon.com. See Exhibit 4 in Response to Office Action dated June 9, 2011, The Dallas Morning News article dated July 23, 2010. Additionally, the film Dances on the Prairie, which is about Applicant's mark, has not only been provided to tour and educational groups, but it has aired on Texas PBS, and been screened at the Dallas Video Film Festival, Deep Ellum Film Festival, and Gulf Coast Film Festival. See Exhibit 2 in Response to Office Action dated June 9, 2011, Dances on the Prairie cover. The mark in question has also acquired critical acclaim from the art world. See Exhibit 3 in Response to Office Action dated June 9, 2011, Texas Sculpture Garden, Frisco, Texas, quotes from Curtis Howell, Staff Writer of the Dallas Morning News; Jeff Green, President of Texas Sculpture Association; Ted Pillsbury, Former Director of Kimbell Art Museum; and Gail Sachson, Art Critic, Educator and Lecturer. Furthermore, the mark's distinctiveness is not limited to the Dallas/Fort Worth Metroplex. By way of example, Applicant's mark has made its way into an American weekly newspaper in New York City, New York. See Exhibit 4 in Response to Office Action filed June 9, 2011, The New York Amsterdam News. http://en.wikipedia.org/wiki/New York Amsterdam News.

All evidence taken together, Applicant has met its burden to show that its mark has acquired distinctiveness. For over a decade, Applicant has substantially and exclusively used the mark. Similar to the party granted protection in *Parrot Jungle*, Applicant has advertised through brochures, the distribution of a short-film, and Chambers of Commerce. *See Exhibit IV*. In addition, Applicant has obtained media coverage in the form of film, television, newspapers, magazines, e-newsletters, and guidebooks. Unlike the applicant in *Parrot Jungle*, however, Applicant's advertising, marketing, and promotion expenditures have been extensive. Indeed, Applicant's expenditures range from \$250,000 to \$300,000, and these expenditures have culminated in acquired distinctiveness and justify Applicant's claim.

EVIDENCE SECTION

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DESCRIPTION OF EVIDENCE FILE	Exhibit I - http://en.wikipedia.org/wiki/Texas-sized - web page Exhibit II - http://wikitravel.org/en/Texas - web pages Exhibit III - http://www.ultimatedallas.com/dallas/ web pages Exhibit IV - Declarations of Lisa Boyer and Kristina Hahsler Exhibit IV - A - Monthly Activity Summaries Exhibit IV - B - Media Registration for the Texas Sculpture Garden Ribbon-Cutting Ceremony Exhibit IV - C - Press Release for the Texas Sculpture Garden Website Launch Exhibit IV - D - Press Release for Dances on the Prairie Documentary Exhibit IV - E - Media Coverage Recap Exhibit IV - F - Summary Chart of Invoices Exhibit IV - G - Copies of Invoices
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RESPONSE SIGNATURE	/Cathryn A. Berryman/
SIGNATORY'S NAME	Cathryn A. Berryman
SIGNATORY'S POSITION	Attorney of record, Texas bar member
SIGNATORY'S PHONE NUMBER	214.745.5172
DATE SIGNED	08/08/2012

AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION	ON SECTION
SUBMIT DATE	Wed Aug 08 19:39:25 EDT 2012
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Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **85108037** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

RESPONSE TO FINAL OFFICE ACTION

The Examining Attorney has issued a Final Office Action dated February 8, 2012, maintaining that Applicant's mark is primarily geographically descriptive and that Applicant conceded the geographic description of the mark by providing a Section 2(f) claim in the application as originally filed. The Examining Attorney also maintains that the evidence previously submitted is insufficient to seek registration based on acquired distinctiveness. In response to the Final Office Action dated February 8, 2012, Applicant respectfully requests reconsideration of the referenced application based on the previously submitted arguments and the following.

REMARKS

The Mark is Not Primarily Geographically Descriptive Under Trademark Act Section (2)(e)(2)

A trademark may be refused registration on the principal register if it "[c]onsists of a mark which . . . when used on or in connection with the goods of the applicant is primarily geographically descriptive of them." 15 U.S.C. §1052(e)(2). However, "[t]he word 'primarily' should not be overlooked, for it is not the intent of the federal statute to refuse registration of a mark where the geographic meaning is minor, obscure, remote or unconnected with the goods." *World Carpets, Inc. v. Dick Littrell's New World Carpets*, 438 F.2d 482, 168 USPQ (5th Cir. 1971). Indeed, the Trademark Manual of Examining Procedure ("TMEP") provides:

To establish a prima facie case for refusal to register a mark as primarily geographically descriptive, the examining attorney must show that:

- (1) the primary significance of the mark is a generally known geographic location;
- (2) the goods or services originate in the place identified in the mark; and
- (3) purchasers would be likely to believe that the goods or services originate in the geographic place identified in the mark.

TMEP §1210.01(a) (emphasis added).

"It is not sufficient for the Patent and Trademark Office (PTO) [to justify refusal to register a mark] to establish simply that the mark is the name of a place known generally by the public." In re Jacques Bernier, Inc., 894 F.2d 389, 391, 13 USPQ 1725 (Fed. Cir. 1990); see In re Nantucket, Inc., 677 F.2d 95, 101, 213 USPQ 889 (reversing refusal to register based on Section2(e)(2) when "[t]he only indication of record that Nantucket is primarily a geographical term resides in dictionary listings referring to Nantucket Island as a summer resort and former whaling center"). Such refusal is inappropriate, because a term may have numerous connotations aside from its geographic descriptiveness. See In re Dixie Ins. Co., 223 USPQ 514, 517 (TTAB 1984) (noting the numerous connotations of Dixie and stating, "[a]bsent any evidence showing that these connotations do not obviate the primary geographical significance of the term used in respect of [applicant's services], we conclude that the Examining Attorney's refusal of registration under Section 2(e)(2) lacks sufficient evidentiary support.")

Consequently, "if the mark creates a separate readily understood meaning that is not geographic, registration should not be refused." TMEP 1210.02(b)(i); see In re Int'l Taste Inc., 53 USPQ 2d 1604, 1605 (TTAB 2000) (finding examining attorney failed to establish primary significance of term "Hollywood" as geographic location and not general entertainment industry); In re Urbano, 51 USPQ 2d 1776, 1780-81 (TTAB 1999) (concluding primary significance of phrase "SYDNEY 2000" as reference to Olympic Games and not primarily geographically descriptive"); In re Jacques Bernier, Inc., 894 F.2d 389, 391, 13 USPQ 1725 (reversing refusal to register the mark "Rodeo Drive" and recognizing indication of high quality); Hyde Park Clothes, Inc. v. Hyde Park Fashions, Inc., 93 USPQ 250, 254 (S.D.N.Y. 1951) (recognizing words "Hyde Park" to be valid registered trade mark as they "are used commercially to mean a product that is stylish or of high quality" and, therefore, not "merely geographical"). Moreover, to the extent that there is any doubt as to the primary significance of a term, doubt is to be resolved in favor of the applicant. See In re Int'l Taste Inc., 53 USPQ 2d at 1606; In re John Harvey & Sons Ltd., 32 USPQ 2d 1451, 1455 (TTAB 1994); In re Dixie Ins. Co., 223 USPQ at 517.

Applicant respectfully requests that the Examining Attorney apply these well-established principles to the facts at hand and submits that such application justifies reconsideration of the Examining Attorney's refusal. It does not appear that the Examining Attorney applied these principles to Applicant's mark, for the Examining Attorney summarily concludes without discussion that "the primary significance of TEXAS is geographic as TEXAS is a well-known state in the United States". This conclusion, however, fails to take into account other connotations of the term Texas. For example, Texas connotes something of expansive or substantial size. See, e.g., http://en.wikipedia.org/wiki/Texas-sized ("Texas-sized is an expression that can be used to describe something that is approximately the size of the U.S. state of Texas, or to describe something (usually but not always originating from Texas) that is large compared to other objects of its type.") See Exhibit I; http://wikitravel.org/en/Texas ("Known for the . . . larger-than-life") See Exhibit II. This connotation is well-known. In fact, the most successful show in the history of television, Dallas, was specifically set in "the big state of Texas—where life is lived in the fast lane. where everything is bigger and badder than anywhere else." http://www.ultimatedallas.com/dallas. See Exhibit III. Similarly, Texas connotes ambition, which goes hand-in-hand with the phrase "bigger and badder". See id. Additionally, Texas connotes a spirit of independence and diversity. See e.g., http://wikitravel.org/en/Texas ("Texans maintain a fiercely independent attitude" and "Texas has

maintained its fascinating independent spirit", and "[t]he ethnic background of Texas is extremely diverse"). See Exhibit II.

These well-known connotations of Texas-large, independent, ambitious and diverse-describe Applicant's goods/services. Indeed, the evidence previously submitted (Dances on the Prairie DVD back cover in Exhibit 2 in Response to Office Action filed June 9, 2011, and Texas Sculpture Garden website, quote by Ted Pillsbury in Exhibit 3 in Response to Office Action filed June 9, 2011, and submitted here reveals that Applicant's goods/services have repeatedly been heralded as the "largest private collection" of contemporary Texas sculpture and the "largest permanent collection" of work by Texas sculptors ever assembled. See Exhibit 5 in Response to Office Action filed June 9, 2011, Art & Seek dated May 10, 2011; Traveltex;, Dmagazine dated May 10, 2011. They have also been described as "a very worthy and important initiative; a most ambitious project." Additionally, the goods/services are uniquely diverse in materials, styles, accessibility, and age span. See Exhibit 3 in Response to Office Action filed June 9, 2011. www.texassculpturgarden.org (diversity of both materials and styles", "accessible to a wide variety of people", "broad age is represented"); Art & Seek ("accessible to everyone").

In this case, therefore, the primary significance of the term Texas is not merely geographical. Rather, the primary significance of the term is to reflect the attributes of something large, independent, and diverse. Furthermore, to the extent that any doubt exists as to the primary significance of the term in this case, such doubt must be resolved in favor of Applicant. For these reasons, Applicant respectfully requests the Examining Attorney to reconsider her refusal under Section 2(e)(2).

The Mark Has Acquired Distinctiveness Under Trademark Act Section 2(f)

If an applicant establishes that the mark in question has acquired distinctiveness in relation to the named goods or services, then the mark is registrable on the Principal Register under Section 2(f) of the Trademark Act. See 15 U.S.C. §1052, §2(f). "Section 2(f) is not a provision on which registration can be refused," ... but is a provision under which an applicant has a chance to prove that he is entitled to a federal trademark registration which would otherwise be refused." Yamaha Int'l Corp. v. Hoshino Gakki Co., 840 F.2d 1572, 1580, 6 USPQ2d 1001, 1007 (Fed. Cir. 1988), quoting In re Capital Formation Counselors, Inc., 219 USPQ 916, 917 n.2 (TTAB 1983).

"The statute is silent as to the weight of evidence required for a showing under Section 2(f) 'except for the suggestion that substantially exclusive use for a period of five years immediately preceding filing of an application may be considered prima facie evidence." In re Owens-Corning Fiberglas Corp., 774 F.2d 1116, 1125, 227 USPQ 417, 422 (Fed. Cir. 1985) (quoting In re Hehr Manufacturing Co., 279 F.2d 526, 528, 126 USPQ 381, 382-83 (1960)). Additionally, the applicant may present any competent evidence to establish that a mark has acquired distinctiveness. 37 C.F.R. §2.41(a) ("applicant may submit . . . appropriate evidence showing duration, extent and nature of use in commerce and advertising expenditures in connection therewith . . . , and affidavits, or declarations . . . , letters or statements from the trade or public, or both, or other appropriate evidence tending to show that the mark distinguishes such goods").

With respect to proof of advertising, an applicant need not spend great sums of money to be entitled to trademark protection. In *Parrot Jungle, Inc. v. New York*, 512 F.Supp. 266, 269, 213 USPQ 49 (S.D.N.Y. 1981), for example, the court found that the party seeking protection advertised "modestly but extensively, primarily by providing brochures to travel agencies and tour groups." Noting that the party seeking protection also distributed, through the Florida Department of Commerce, a "twenty-eight minute film" about the mark, the court found the mark had acquired a secondary meaning. *Id.*

In this case, the Examining Attorney claims that Applicant's exclusive period of use is "insufficient to show acquired distinctiveness because that applied-for mark is highly geographically descriptive of applicant's goods and/or services." The Examining Attorney has suggested, however, that "advertising expenditures, statements of consumer recognition, or other related proof" would further the course of

prosecution by showing that Applicant's mark has actually acquired distinctiveness in the minds of the general public. As explained above, Applicant respectfully disagrees with the Examining Attorney's conclusion that the mark is highly geographically descriptive. However, in an effort to further prosecution of its mark, Applicant now submits additional proof of acquired distinctiveness as requested by the Examining Attorney.

More specifically, Applicant submits the declarations of Lisa Boyer and Kristina Hahsler, along with exhibits, in response to the Examining Attorney's suggestion. *See Exhibit IV*. These submissions evidence Applicant's efforts and expenses in advertising, promoting and marketing the Texas Sculpture Garden, as well as Applicant's success in acquiring distinctiveness of tis mark. Indeed, Applicant's efforts and expenses far exceed those which entitled the applicant in *Parrot Jungle* to registration. By way of example, Applicant hired a full-service advertising, design and public relations firm over a decade ago to advertise, market and promote the Texas Sculpture Garden. Applicant has continuously engaged the firm's services through the present, incurring extensive expenditures in the range of \$250,000 to \$300,000. The firm has obtained extensive media coverage for the Texas Sculpture Garden over the course of its services, reaching readership in the millions, and now routinely receives unsolicited inquiries from media outlets in connection with the Texas Sculpture Garden. Unsurprisingly, Applicant's efforts and expenditures have drawn a broad spectrum of the public, and Applicant has seen a marked increase in the scheduled tour traffic of the Texas Sculpture Garden.

It should also be noted that other evidence of the mark's acquired distinctiveness has been previously submitted. For example, Applicant's mark has been included in the guidebook, Exploring Dallas with Children, which is touted by The Dallas Morning News as "one of the most useful tools in finding things to do around the city" and is widely sold and distributed through Barnes & Noble and Amazon.com. See Exhibit 4 in Response to Office Action dated June 9, 2011, The Dallas Morning News article dated July 23, 2010. Additionally, the film Dances on the Prairie, which is about Applicant's mark, has not only been provided to tour and educational groups, but it has aired on Texas PBS, and been screened at the Dallas Video Film Festival, Deep Ellum Film Festival, and Gulf Coast Film Festival. See Exhibit 2 in Response to Office Action dated June 9, 2011, Dances on the Prairie cover. The mark in question has also acquired critical acclaim from the art world. See Exhibit 3 in Response to Office Action dated June 9, 2011, Texas Sculpture Garden, Frisco, Texas, quotes from Curtis Howell, Staff Writer of the Dallas Morning News; Jeff Green, President of Texas Sculpture Association; Ted Pillsbury, Former Director of Kimbell Art Museum; and Gail Sachson, Art Critic, Educator and Lecturer. Furthermore, the mark's distinctiveness is not limited to the Dallas/Fort Worth Metroplex. By way of example, Applicant's mark has made its way into an American weekly newspaper in New York City, New York. See Exhibit 4 in Response to Office Action filed June 9, 2011, The New York Amsterdam News. http://en.wikipedia.org/wiki/New York Amsterdam News.

All evidence taken together, Applicant has met its burden to show that its mark has acquired distinctiveness. For over a decade, Applicant has substantially and exclusively used the mark. Similar to the party granted protection in *Parrot Jungle*, Applicant has advertised through brochures, the distribution of a short-film, and Chambers of Commerce. *See Exhibit IV.* In addition, Applicant has obtained media coverage in the form of film, television, newspapers, magazines, e-newsletters, and guidebooks. Unlike the applicant in *Parrot Jungle*, however, Applicant's advertising, marketing, and promotion expenditures have been extensive. Indeed, Applicant's expenditures range from \$250,000 to \$300,000, and these expenditures have culminated in acquired distinctiveness and justify Applicant's claim.

EVIDENCE

Evidence in the nature of Exhibit I - http://en.wikipedia.org/wiki/Texas-sized - web page Exhibit II - http://wikitravel.org/en/Texas - web pages Exhibit III - http://www.ultimatedallas.com/dallas/ web pages Exhibit IV - Declarations of Lisa Boyer and Kristina Hahsler Exhibit IV - A - Monthly Activity Summaries Exhibit IV - B - Media Registration for the Texas Sculpture Garden Ribbon-Cutting Ceremony Exhibit IV - C - Press Release for the Texas Sculpture Garden Website Launch Exhibit IV - D - Press

Release for Dances on the Prairie Documentary Exhibit IV - E - Media Coverage Recap Exhibit IV - F - Summary Chart of Invoices Exhibit IV - G - Copies of Invoices has been attached.

Original PDF file:

evi 9765237198-191507254 . 6238 K006US Exhibit I for final oa response.pdf

Converted PDF file(s) (1 page)

Evidence-1

Original PDF file:

evi 9765237198-191507254 . 6238 K006US Exhibit II for final oa response.pdf

Converted PDF file(s) (7 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

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Evidence-1

Evidence-2

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Evidence-1

Evidence-2

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Evidence-1

Evidence-2

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Evidence-101

Evidence-102

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Evidence-104

Evidence-105

Evidence-106

Evidence-107

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Evidence-119

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Cathryn A. Berryman/ Date: 08/08/2012

Signatory's Name: Cathryn A. Berryman

Signatory's Position: Attorney of record, Texas bar member

Signatory's Phone Number: 214.745.5172

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

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Texas-sized

From Wikipedia, the free encyclopedia See also: List of unusual units of measurement

Texas-sized is an expression that can be used in two ways: to describe something that is approximately the size of the U.S. state of Texas, [13]21 or to describe something (usually but not always originating from Texas) that is large compared to other objects of its type, [31]41[5]

Texas is the second largest U.S. state in both area and population, with an area of 268,820 square miles (696,200 km²)^[6] and a growing population of 23.9 million.

Also means, extremely large; second only to Alaska, 171 It was the largest U.S. state, until Alaska became a state in 1959. The physical size of the state and the higger-than-life attitude of some of its inhabitants has led to the saying that "Everything is bigger in Texas". [8][9]

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Texas

From Wikitravel

North America : United States of America : Texas

Contents Regions Cities Other destinations • [+] Understand History # Size - Talk ■ [+]Get in By plane By train ■ By car By bus By boat [+] Get around ■ By car By planc ■ By train ■ By bus • [+] See # History Fun and Games ■ Culture and "Texana" Nature ■ Do Eat ■ [+]Drink ■ Texas beers # [+]Stay safe Social Issues • [+] Severe Weather ■ Hent

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■ Get out



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For other places with the same name, see Texas (disambignation).

Texns [1] (http://www.traveltex.com/) is the second largest and second most populous state in the United States of America. Owing to its remarkable size, distinctive culture and politics, and colorful history, many Texans maintain a fiercely independent attitude, with Texan identity often superseding American identity. Few other American states feature their flag so prominently in businesses, on the backs of cars and in advertisements. Originally a territory of Spain and, later, Mexico, Texas rebelled in 1836 and became its own nation for 10 years before being annexed by the United States in 1845. Despite having existed under the auspices of six different nations (France, Spain, Mexico, the Republic of Texas, the United States of America, and the Confederate States of America). Texas has maintained its fascinating independent spirit, making for a unique and unrivaled exploration ground for any intrigued and intrepid adventurer.

Known for their generosity, hospitality, unusual accent, and penchant for the larger-than-life, Texans are wonderful people to meet, and the variety of cultural experiences, from feasting on bratuwrust with the Germans of the Hill Country to watching Flamenco dancers with the Tejanos of the Rio Grande valley, is seemingly unlimited.



The large size of the state should not be underestimated. Texas measures over 267,000 square miles (695,673 sq. km) in area, making it slightly larger than France. Having a car is essential for travel between cities, and within most. The traveler should factor on long driving times between cities and destinations.

Texas is bordered by the U.S. states of New Mexico, Oklahoma, Arkansus, Louisiana, and the Mexican states of Tamaulipas, Nuevo León, Coahuila, and Chihuahua.

Regions



Panhandle (Lubbock, Amarillo, Wichita Falls) Great plains, cotton and the Llano Estacado Prniries and Lakes (Dallas, Fort Worth) Recreational lakes and exciting nightlife Piney Woods (Nacogdoches, Tyler) Pine forests, bayous, and Civil War and Civil Rights history Gulf Coast (Houston, Galveston, Corpus Christi) Islands, beaches and port cities South Texas Plains (San Antonio, Laredo) Border country along the Rio Grande, Spanish missions Hill Country (Austin, Fredericksburg)
Edwards Plateau, rolling hills, rivers and the State capital Big Bend Country (El Paso, Odessa) Big Bend National Park, mountains, desert and canyons.



Cities

- · Austin Live Music Capital of the World. State capital. Home to the University of Texas (5th largest in the USA by enrollment).
- · Corpus Christi Home of the Texas State Aquarium and gateway to Padre Island.
- Dallas One of the most popular visitor destinations in Texas.
 El Paso The largest city on the US/Mexico border.
- · Fort Worth Fort Worth Stockyards, "Where the West Begins,"
- · Houston Texus' largest city. Home of NASA's Mission Control Center. Best dining scene in the state.
- Laredo The US's largest inland port.

 Lubbock Financial and cultural center of the South Plains, Birthplace of Buddy Holly and home of several top notch wineries. Location of Texas Tech University
- · San Antonio Famous for the Alamo and the "River Walk" nightlife district.

Other destinations

- Big Bend National Park
- Guadalupe Mountains National Park
- Pulo Duro Canyon
- South Padre Island

Understand

History

France, Spain and Mexico have all laid claim to Texas at one point or another. However, in 1836, Texas won its independence from Mexico and became the Republic of Texas. The most fumous battle of the fight for independence was the stand at the Alamo. Although tragic, the sacrifice allowed the main army of Texas time enough to gather their strength and defeat the formidable Mexican army, led by General Santa Anna, Nine years later Texas agreed to be annexed by the United States and became the 28th state of the Union.

The ethnic background of Texas is extremely diverse. Fully one-third of the population has some sort of Hispanic background. There are also many German settlements (such as Fredericksburg and New Braunfels), as well as Norwegian, Polish, Czech, Swedish and French settlements. Also, a sizeable number of African-Americans (mainly in East and Southeast Texas) and Asian-Americans (often in in metropolitan areas of Texas) can be found.

Texas is a huge state and thusly experiences an extreme variety of weather. The state is very warm in the summer months, with temperatures often above 100°F (38°C). In West Texas and the Panhandle, summers are usually dry with fits of stormy weather. North (Dallas/Fort Worth region) and coastal (Houston region) areas have unstable climates (hence the off-repeated saying about Texas weather: "If you don't like the weather, wait 10 minutes" - though 10 minutes later you might not like the change).

Thunderstorms are common, sometimes generating tornadoes and hailstorms, it is often warmer near the coast, though humidity can be unbearable in the summer. Conversely, the spring, autumn and winter are relatively pleasant for most of the state. It rarely dips below the freezing point in winter, except in the Panhandle region where the winters can get quite cold (Lubbock and Amarillo have suffered devastating blizzards in the past), and, though it is quite rare, even points as for south as Corpus Christi and Brownsville have seen snow,

Again, the sheer size of the state is not to be underestimated. Browster County in West Toxas is larger in land area than Rhode Island and Delaware combined; Texarkana is closer to Chicago than it is to El Paso, and Brownsville is closer to Mexico City than it is to Dallas. If you are wanting to take in the full Texas experience, you will need ample time to do so.

Talk



Texas has no official language. However, as with the rest of the United States, English is the predominant language of the state. Spanish is also widely spoken by approximately one-third of the population, (Don't assume that all people of Mexican origin speak Spanish; some families have been in Texas for longer than Texas has been part of the U.S.) Texas also has small numbers of Chinese, Tagalog, and Vietnamese speakers as well.

Don't assume that the majority people are going to have a "Texan" accent. While you will run into many that do, the majority of Texans, especially in the cities, lack the "Texan twang" one associates with the state's residents.

Get in

Texas shares an international border with Mexico as well as a 600 mile coastline. It is bordered on the north by the state of Oklahoma, on the west by the state of New Mexico, and on the east by the states of Arkansas and Louisiana. As a state of the United States, all visc and passport rules of the USA apply.

By plane

Texas has several international airports, including the Dallas/Fort Worth International Airport (DFW), the largest and busiest airport in Texas and 4th busiest airport in the United States. It is a major airline hub and is relatively cheap to fly into. Houston's George Bush Intercontinental Airport (IAH) is also a major hub and has the most international connections the state. Other major airports can be found in, Austin, and San Antonio, though almost every reasonably sized city in the state is served by some kind of air transportation.

By train

Three Amtrak trains serve the state: The Texas Eagle, Sunset Limited, and Heartland Flyer. Fares are high and ride times are long, but the Amtrak offers a unique perspective for those who are interested.

By car

Texas is well-served from other points in the U.S. by the United States Interstate Highway system, the quality and condition of which is generally very good. There are many roads which cross into Texas from Mexico, most notably in McAllen, Brownsville, Laredo and El Paso. Due to the enormous amount of traffic from Mexico and Central America, Laredo is the country's largest inland port, and wait times at this and all border stations can often be tremendous. In all, Texas boasts over 72,000 miles of state and federal highways.

If you are not a U.S. citizen and you are driving into the U.S. from Mexico, you must have a visa or valid permit beforehand, as they are not issued at the bridges across the Rio Grande. If you are a U.S. citizen, you must present a passport to customs at the border crossings to re-enter the United States. Otherwise, your vacation in Mexico just got longer!

By bus

For the braver, more adventurous (and more frugal) passengers, the Greyhound bus may be another option. Please take into consideration that this mode of transportation is used by those who cannot afford air travel (as well as individuals preferring overland travel) and you may be riding with migrant workers, and very low income Americans. Even so, conditions in stations and on the buses are first class. The Greyhound takes you to remote cities within Texas, and can take you as far as Mexico City and all points in Canada. Passengers on Greyhound coming from Mexico must have a valid passport.

By boat

Major ports in Texas include Houston, Corpus Christi, Galveston, Beaumont, Port Arthur and Brownsville. Both the Port of Houston and the Port of Galveston are home ports for Cruise ships.

Get around

By car

The road system is almost universally excellent, and even the most remote points in the state can be accessed with an average sectan. Gas stations are numerous; however, in rural West Texos, do not press your luck. Texan highways are often built with parallel frontage roads and turnarounds at most exits. Speed limits are very strictly enforced in rural areas of the state; Texas state troopers will pull you over for an infraction as small as five miles per hour over the speed limit, as traffic fines are often an important source of income for many smaller towns. However, when traveling through larger cities, observing the "common speed" of traffic around you is much safer. The rural speed limit in Texas is generally 70 MPH, though it increases to 80 MPH on Interstates 10 and 20 in the sparsely populated far western portion of



On the down side, Texas has one of America's worst traffic safety records and one of the highest number of alcohol-related traffic fatalities in America.

By plane

Texas is home to two major dirlines: American Airlines [2] (http://www.au.com/), based out of Dallas-Ft. Worth International Airport; and Southwest Airlines [3] (http://www.southwest.com/) based out of Love Field, Dallas's secondary airport. United Airlines maintains a primary hub at Houston's George Bush Intercontinental Airport (IAH). American and United by to many national and international destinations. Southwest is the no-frills discounter granddad and flies throughout Texas and most of the United States. Travel to any destination world-wide is quite painless from the larger Texas airports. Direct flights to and from Houston's IAH include London, Paris, Amsterdam, Frankfurt, Moscow, Dubai, Dolin, Buenos Aires, Sao Paulo, Bogota, Lagos, and Tokyo. Direct flights to and from Dallas/Fort Worth's DFW include London, Paris, Amsterdam, Frankfurt, Madrid, Buenos Aires, Sao Paulo, Santiago, Dubai, Tokyo, Scoul, and Sydney.

By train

Since Texas cities are geographically dispersed, travel by train is expensive and often inconvenient, though Amtrak [4] (http://www.amtrak.com/) does provide several lines. Passenger service is no longer an option for cities in the Panhandle or southern Texas. Again, the size of the state is startling; troveling across the width of Texas (from Orange, in the eastern extremity, near Houston, to El Paso in the western extremity) is roughly the same distance as one would encounter while traveling from El Paso to Los Angeles or from Houston to Jacksonville, Florida. Texarkana, in the northeast corner of the state, is closer to Chicago than it is to the extreme southern tip of Texas.

By bus

Greyhound [5] (http://www.greyhound.com/home.asp) provides intercity bus service. Other bus carriers include TNM&O, Kerrville Bus Co. & Americanos. There are increasing number of bus lines that serve Texas' Mexican population, running routes across the border to regions such as Mexico City and Chihushua,

See

History

- General Zachary Taylor was ordered by President Polk to set up and to mobilize ground troops at Fort Texas/ Fort Brown during the American Invasion of Mexico 1846 to 1848 two historic battles took place in Brownsville the Battle of Resacn de la Palma and the Battle
- The Alamo in San Antonio, where the erstwhile Republic of Texas saw its most tragic hour,
- San Jacinto Battleground State Historical Park, Houston. This state park commemorates the decisive 1836 battle between Sam Houston's army and the Mexican army in which Texas guined independence. The San Jacinto Monument, the park's 570 foot tall contemplece, is fifteen feet taller than the Washington Monument and is visible for miles. Don't forget to make time to visit the Battleship Texas, permanently moored nearby
- Fort Davis National Historic Site Panially restored fort, home of the Buffalo soldiers (the first peacetime all-black regiments in the regular U.S. Army)- located in the town of Ft. Davis north of Big Bend Nat Park. Also in Ft. Davis is MacDonald Observatory, Ft. Davis State Park and a scenic loop drive that goes through the Davis Mountains and down on the prairie where you can see deer, pronghorn (also called antelope), cagles and some very beautiful scenery.
- The Fort Worth Stockyards offer a look into the past, when cattle drives and cowboys were all the rage
- Lubbock Lake Landmark State Historical Park, Lubbock. Evidence of human occupation dating back several millennia is strewn across this South Plains purk. Archaeologists even today frequently discover new artifacts.
- Denley Plaza, Dallas. One of the top tourist attractions in the state, this is where the assassination of John F. Kennedy occurred on 22 November 1963. Visit the Sixth Floor Museum in the infamous Texas School Book Depository building, and the equally patronized Conspiracy Museum nearby,

Fun and Games

- w The original Six Flags and Hurricane Harbor, Arlington
- Six Flags Fiesta Texas, San Antonio
- Sca World, San Antonio
- Schlitterbahn, New Braunfels
- Wonderland Park, Amerillo
- Joyland Amusement Park, Lubbock

- The King Ranch, along the Gulf Coast, is a working ranch bigger than the state of Rhode Island.
- As the largest city on the US/Mexico border, El Paso is a hotbed of Hispanic culture in America with a flavor that is more Mexican than
- Not to be missed is the extraordinary Hill Country, with its fields of wildflowers covering sprawling eattle ranches.

- Big Bend National Park is mountains, desert, wilderness, and river (Rio Grande) scenery. There are snakes, deer, javelina (wild pigs) plus many other types of wildlife. At the western entrance is Terlingua (an old ghost town) which is the home to the annual International Chili Cookoff. Farther down the road to the west along the El Camino del Rio (The River Road) seenic drive to Presidio is the town of Lajitas whose mayor is a goat (a real goat) that guzzles beer like water -- put a bottle or can near his mouth and he will grab it right out of your hand in his teeth and turn it up until it all drains into his mouth.
- Get an idea of the size and space of Texas with a drive through the Chihuahuan Desert or through the Texas Panhandle.
- Guadalupe Mountains National Park, at the New Mexico state line in the far western part of the state, is home to 8,749 foot Guadalupe Peak, the highest point in Texas. Another point of interest in the park is McKittrick Canyon, a rather startling easis of maple trees and other florn and fauna that stands out in stark contrast to the aridness of the surrounding desert.
- Palo Duro Canyon, the second targest canyon in the country, was out across the High Plains near Amerillo by a branch of the Red River, providing some really breathtaking scenery and plenty of trails to follow.

D_0

■ Take a leisurely inner tube trip, floating down the Comal, Guadalupe, San Marcos, Brazos, or Frio rivers.

- · Spend the weekend living the Old West at a Dude Ronch
- Hike and climb through the natural wonders of the Palo Duro Canyon near Amarillo.
- · Enjoy live music and Western heritage at the Houston Livestock Show and Rodeo, held every spring at Houston's Reliant Park
- Pique your curiosity about Texas' storied history at the Alamo in San Antonio
- Take in a show in Houston's Theatre District the largest performing arts district outside of New York City
- Sports fans will want to see some of America's winningest and iconic professional and collegiate sports teams, including the Dallas Cowboys, the Texas Rungers, the Dallas Mavericks, the San Antonio Spurs and the University of Texas Longhorns.

Eat

- Borbeene is the mainstay of any true Texan's diet (most Texans will frown at you if you call it B-B-Q). The International Barbeeue Cookoff is held annually in Taylor, TX (northeast of Austin). A Texas specialty is chopped or thinly sliced beef brisket, usually served with a slice of white bread, pickles, onions, and sauce in a separate container (although Central European-style sausage is also common). Classic sides are colesiaw, beans, and pointo solad.
- Chili is the official state dish of Texas. There are many varieties of chili, but original Texas-style chili contains no beans. The place to try
 all the varieties is the International Chili Cookoff, held on the first weekend in November in Terlingua, TX.
- Tex-Mex is Mexican cuisine with Texas flair. Take ancient traditions (such as filled tortillas) and add beef, sauces, cheeses and spices, and Tex-Mex is born. Nachos, crispy tacos, crispy chalupas, chili con queso, chili con carne, chili gravy, and fajitas are all Tex-Mex inventions. Serving tortilla chips and a hot sauce or salsa as an appetizer is also an original Tex-Mex combination, and one that Texan diners insist on. While Texans are generally nice people, and won't be easily offended, it's worth repeating: Tex-Mex food is most definitely not the same as Mexican food, a point locals will be all-too-happy to point out.
- Down Flome Cookin' is a blend of American and German cuisine brought about by the necessity of cooking from the back of a chuck wagon. Meals include steaks, stews, casseroles, breads and pies. There are many steakhouses around the state, notably the Big Texan Steak Rench in Amarillo, Bob's Steak and Chophouse in Dallas, Fort Griffin General Merchandise in Albany and Taste of Texas steak house in Houston's west side.
- Chicken Fried Steak is cube sleak pounded until lender, breaded, and fried in a pan, usually topped with a peppery, creamy white gravy and served with a side of mashed polatoes and beans. CFS (as it's sometimes known) can be found everywhere from school cafeterias, to fast food joints, where it may be served on a sandwich, to upscale cateries (with a creative twist, of course). Its presence on the menu is a sure-fire way to tell if you're in Texas just don't ask for it "rare" or "well done"; it's not that kind of steak!

Drink

Texas has many cities with fabulous nightlife. Some of the more notable include:

- Dallas: Uptown, Deep Ellum, and Greenville Avenue districts.
- Fort Worth: the Historic Fort Worth Stockyards including the world-famous Billy Bub's Texas, which claims to be the largest Honky-Tonk in the world (it even has its own rodeo arena). Also, in Fort Worth's surprisingly clean and vibrant downtown area, there is Sundance Square, where one can find food, drink, and entertainment ranging from live music to first-run movies,
- Houston: Downtown or Montrose.
- . Austin: 6th Street and the Warehouse District,
- . San Antonio; the River Walk
- . Lubbock: Depot District.

The maximum legal Blood Alcohol Content (BAC) limit for adults is 0.08.

In early 2005, the controversial Texas Alcohol and Beverage Commission (TABC) program that allows for "public intoxication" arrests in any public area or business establishment, including bars, drew national attention. This was due to an unfortunate incident where people staying in a hotel were arrested for being intoxicated in that hotel's bar. There has been enough negative feedback from the public regarding the TABC program that it has been suspended for review.

Texas beers

Texas produces a number of famous beers, particularly German-style beers, which are available throughout the state and beyond

- The Spectzl Brewer [6] (http://www.shiner.com/) in Shiner is famous for producing Shiner Book, the best selling specialty beer in the state.
- Anheiser-Busch's Houston brewery produces Ziegen Back, sold only in Texas.
- Lone Star Beer [7] (http://www.lonestarbeer.com/), brewed in San Antonio, is billed as the "national beer of Texas", but is sold as far away as New York and reportedly even spotted in Tallinn, Estonia.

There are also several important regional breveries, such as Saint Amold and Southern Star in Houston and Real Ale near San Antonio.

Stay safe

Crime

The crime rate in Texas is relatively low. In the larger cities, if you stay in the tourist areas you will be generally safe (talk to your hotel concierge or manager if you aren't sure about a certain area). The rural areas have a very low crime rate. Texass have a reputation for carrying firearms or resolving disputes with gunfire, but such actions are not significantly more common here than in other parts of the US. Concerns about crime spilling over from Juarez across the border into El Paso have waned, as El Paso remains a very safe city.

Law enforcement is provided statewide. All major cities and almost all towns have a police department, and all counties maintain a sheriff's office. However, in some more sparsely populated areas of the state agencies may be more understaffed and spread out. This is especially true in West Texas, where many towns are too small to operate police departments, and county sheriff's offices may be poorly manned and spread out over enormous land areas. Just as in the rest of the United States, the number "911" should be called in the event of an emergency.

Policing on the state level is generally provided by the Texas Highway Patrol. This agency mainly enforces state traffic laws, but also provides more localized law enforcement services in areas like West Texas. The Texas Highway Patrol has an outstanding reputation in the United States for being extremely courteous and professional. Officers of this agency (called "troopers") can be easily recognized by their characteristic tan uniform and matching cowboy hat. The Texas Rangers, despite being internationally known and storied, are unlikely to be seen by the public and are not prominent in everyday police work

Despite stories of extremely harsh and brutal justice in Texas, law is executed in the Lone Star State in just as fair a manner as in any of the other forty-nine states.

Social Issues

Texas is generally safe for gays and lesbians, as the laws against homosexuality were struck down by the Supreme Court (via Lawrence v. Texas court case in 2003). Some Texans do hold some negative views towards public displays of homosexuality, but this varies by where one travels, with homophobic views usually being found in the more rural parts of Texas. Regardless, violence against gays is very rare. The metro areas of Austin, Dallas/Fort Worth, Houston and San Antonio contain large gay scenes (Houston elected an openly gay mayor in 2009), and attitudes towards homosexuals are more accepting in those cities than in any other parts of the state.

Severe Weather

Пеят

The startling heat of a Texas summer is not to be underestimated. The state has experienced temperatures as high as 120°F (49°C), and though this extreme is rare, it is a good indicator of how hot things can get. Areas from north central Texas down to the coast also tend to experience stifling humidity during the spring and summer months, so pack accordingly with plenty of loose, light colored clothing

Western portions of the state tends to experience higher temperatures and lower humidity. It is true that the Texas deserts are beautiful, but the heat can be dangerous without the proper precautions. Bring plenty of water and sunscreen. If you are venturing off into the desert, it might be best to do so later in the afternoon once the sun has begun to lower in the sky. Do not go alone, and always let someone clse know where you will be going and when you should return. Follow desert survival guidelines

Hurricane

Be aware of the weather during hurricane season on the coast (June through November, though hurricanes move slow and provide days to weeks of warning).

Tornadoes

The eastern and central regions of Texas are located within the infamous "tornula aliey". Always maintain a vigilance of any severe weather threats while traveling through or to these regions of the state during the spring and summer months. Dangerous weather conditions can arise suddenly, and if a traveler is unprepared, dire consequences may be the result. Tornadoes in this region can be exceptionally large and deadly. If there is an eminent threat of such weather, do not stay outside to take pictures. Do not try to outrun a tornado in your vehicle. Seek immediate shelter!

Refer to the Tornado safety page for further information.

Get out

The following US states share borders with Texas:

- New Mexico Texas's western neighbor was a Spanish and then Mexican colony until the Mexican War of the 1840s, and retains a culture that is heavily influenced by its native and colonial past.

 Oklahoma - The state's northern neighbor has been a state since only 1907 and retains some of the pioneer spirit from its early days as a
- frontier, along with a lot of Native American history and culture.

 Arkansas Texas shares a small border to the northeast with "The Natural State", which is home to the Ozark Mountains in the northwest while the south and east of the state has flatter land and shows more of its agricultural heritage.
- Louisiana Home to New Orleans, this state on Texas's eastern border offers a unique culture,

These Mexican states also share a border with Texas:

- Chihuahua The biggest state in Mexico, Chihuahua served as the battle ground between federal and revolutionary forces led by Pancho Villa and has played a crucial role in the development of high-teel enterprises in Mexico.

 Conhulta - Mexico's top mining state, Coahuila has also been a leader in modern policies such as offering civil unions to same-sex couples

- Columbia Mexico's top mining state, Colonian has also ucen it leader in modern particles such as offering dividualists of same-sex couple and, like Saja California, plays an important role in Mexico's wine production.
 Nuevo León This state shares a dray 15km border with Texas and is home to Monterrey, Mexico's third largest city.
 Tamaulipas Strongly focused on export-oriented manufacturers (i.e. maquiladoras), the average wage for an employed in Tamaulipas is the highest in Mexico, making Tamaulipas also a leader in education with minimal illiteracy compared to other states.

This is a usable article, It gives a good overview of the region, its sights, and how to get in, as well as links to the main destinutions, whose articles are similarly well

developed. An adventurous person could use this article, but please plunge forward and help it grow!

Retrieved from "http://wikitravel.org/en/Texas" Categories: Usable articles | HasDocent

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GATEGORIES 75

About the Show Latest News

Episode Guide Characters

The Cast Multimedia

Dallas Backstage Interviews

Dallas Database Downloads

Dallas Press

Fun & Games DVD

Official Forum Newsletter

MILES

Larry Haeman Linda Gray Charlene Titon Barbara Bel Geddes Knots Landing Warner Bros. Studios Dynasty



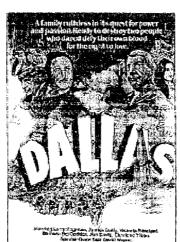
ABOUT THE STOW &

Introduction to the TV series Dallas

It was a Sunday night, April 2nd 1978, that TV history changed forever when a new five part mini series made its debut on CBS. That show was Dallas, created by David Jacobs and went on to become the most successful show in the history of television.

Dallas was not, however. Initially produced as a serial. It was conceived as a noncontinuing drama. "I had hoped we'd be able to serialize after we got a hold," says David Jacobs. Dallas's creator. Indeed, the show changed to its present serialized form after about ten episodes of its first official season in the fall of 1978. As a result, the early episodes of Dallas presented story lines that had no relationship to each other - one week Bobby is kidnapped and shot, yet the next week he has no bandages. "My favorite one of those," says executive producer Philip Capice. "Is the one where widdraft has been seen."

husband who just shows up and says, 'HI, we used to be married', and then by the end of the show he sort of disappears".



Dallas producers assume that their viewer is a regular who has either seen all the episodes or has caught up on the news through a friend. There is no reviewing of the situation in a new episode (in syndication a narrator explains the previous episode with one minute of flashbacks).

"We move a lot faster than a daytime soap." says Capice. "In the course of twenty-five or twenty-six shows a season, we did the same amount of material that a daytime serial does in two hundred and fifty shows. Now we're doing thirty or thirty-one shows a season.

At the time the show was first broadcast- five episodes aired in spring 1978 to test the waters—there were no big, splashy family dramas dealing with larger-than-life "real people." One-hour dramas in prime time were primarily doctor shows, detective shows, or family shows in the Eight Is Enough mold. (Family, the one serious family drama of the time, was so serious it was canceled.)

Dallas was the first show to combine the scope of a mini-series with the big ideas of life—themes such as good vs. evil and brother vs. brother. Set in the big state of Texas—where life is lived in the fast lane, where everything is bigger and badder than anywhere else—the breadth of the show made viewers realize that Romeo and Juliet had at long last come to Glant. Victuria Principal credits the 1956 movie Glant as the Inspiration for Dallas.





"In its form, Dalias is a kind of soap opera" says Larry Hagman, known the world over as "But let me tell you something. Soap opera is damn good. I worked aimost three years on The Edge of Night. It was done live and provided marvelous training for actors, Soap operas provide fine acting performances, and they're damned hard too. I consider Dalias drama—turgid drama, sometimes, but it's silways interesting with the major characters bounding around. The show's fine when it revolves around several themes. People say that it's sexy and trashy. If you call screwing your wife's sister sexy, then perhaps it is. To me, it's just all in the family"

Creator David Jacobs originally created and came up with an idea for the series Knots Landing, but CBS wanted a giltzy "saga-like" show. Jacobs therefore created Dallas, a series about a wealthy family in the oil business. When Dallas proved to be a hit, CBS reconsidered Jacobs' original idea and turned Knots Landing into a spin-off of Dallas in late

Dallas was originally shot entirely on location in Dallas, Texas. Later, most interiors for the show were shot at the MGM studios in Hollywood. Exteriors were shot at the Southfork Ranch in Parker, Texas, and other parts of Dallas, until 1989, when rising production costs led to all production being located in California.



Dallas wasn't an Instant hit and gradually picked up an audience. It wasn't until its 1979-1980 season cliffhanger when JR was shot that the show was catapitized into a worldwide phenonmen. "This show had a long climb up hill, there were five shows produced which we celled the mini series, each show quite different than the other" explains Steve Kanaly. "They were opposite heavy competition , a major show about Fred Astaire, another about the Holocaust. The who was originally on a Sunday night and did not have any audience until the 5th show. It was 12th in the week on the very last show. If it had not been for the 5th show there would have been no audience. So then here was what is called a half order, your picked up but not for a whole season but for twelve shows. We go down to Texas and start filming again, at he end of that 12 we are on the air but we are not getting good numbers. The network is not in a hurry to buy the next half, then we go home and think its all over but been nice. The next day Leonard Katzman rings and says the order went through. The next year again they did not buy a full season. So we are struggling, this is a show that soft going any place fast, then in the second part of the second year it starts to pick up audience and at the end of that season there was a two part show where Jock was on trial for murder when they discovered some bone burled on Southfork, largely a court room drama, then at that point the network comes and says "do you think you can give us another couple of shows". The writers and producers are scrambling, it took them many days then finally someone said "why season of planned episodes that set the show on fire."

The "Who Rone 122" episode of "Callas" that revealed "Who short I B 2" the famous 1990 elifhancer. Totallas" that revealed "Who short I B 2" the famous 1990 elifhancer. Totallas"

The "Who Done It?" episode of "Dallas" that revealed "Who shot J.R.?", the famous 1980 cliffhanger, received the highest domestic ratings at that point with over 90 million American viewers tuning in for the answer. The last episode of M*A*5*H in 1983 finally beat the ratings; however, internationally "Dallas" still holds the record for the highest rated episode with nearly 360 million viewers tuning in to see who shot J.R.

Produced by Leonard Katzman, the "Dallas" television series was one of the first to be distributed globally. "Dallas" was eventually translated and dubbed into 67 languages in over 90 countries, a record that to this day still stands for an

Dailas originally aired on Saturday nights when it debuted as a regular series. Within a month, the show was moved to Sunday nights, where it would stay until halfway through the season, when it took a Friday-night slot. Dallas remained on Fridays until the show ended in 1991, alternating between 10 p.m. and 9 p.m. airings.

Ratings

The show's seasonal rankings were as follows.

- #44 (Miniseries, 1978)

- #12 (Season 1, 1978)

 #12 (Season 1, 1978-1979)

 #6 (Season 2, 1979-1980)

 #1 (Season 3, 1980-1981)

 #1 (Season 4, 1981-1982)

 #2 (Season 4, 1981-1982)

 #2 (Season 5, 1983-1984)

 #2 (Season 6, 1983-1984)

 #2 (Season 7, 1984-1985)

- *#2 (Season 8, 1984-1985)

 *#11 (Season 8, 1985-1986)

 *#11 (Season 10, 1987-1988)

 *#22 (Season 11, 1988-1989)

 *#43 (Season 12, 1989-1990)

 *#61 (Season 13, 1990-1991)

DVDS

Warner Brothers continue to release the series on DVD with the last season expected to be released in the summer of 2010

The original mini series is now termed as season one on the Dallas DVD releases.

IR RECOMMENDS

DALLAS LATEST NEWS

EXCLUSIVE INTERVIEWS

Ask your questions to the stars of Dallas in our exclusive interviews.

Contact Us | Press | Fan's Forum | Podcasts | DVD | Warner Bros. Studios

The Official Site For The Hit Television Series Dallas

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Hall Phoenix/Inwood, Ltd.

Serial No.:

85108037

Mark:

TEXAS SCULPTURE GARDEN

Filed:

August 16, 2010

International Class:

41

Trademark Attorney:

Catherine A. Berryman

Law Office:

Winstead PC

DECLARATION OF LISA BOYER UNDER 37 C.F.R. § 2.41

I, Lisa Boyer, being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declare that all statements made of my own knowledge are true; and all statements made on information and belief are believed to be true.

I am the president and owner of Boyer Group, which is a full-service advertising, design and public relations firm with unique expertise in the commercial real estate arena. I have over thirty (30) years experience in the advertising industry, and I have been the president and owner of Boyer Group from its founding in September 1997 through the present.

At Boyer Group, relationships with publishers, editors, writers, and advertising representatives are nurtured to ensure the best possible client coverage and/or



consideration. We maintain an up-to-date library of targeted media, publications, resource materials, and reference books.

In mid-2000, Hall Financial Group, Ltd. engaged the services of Boyer Group to advertise, market, and promote the Texas Sculpture Garden as the largest private collection of contemporary Texas sculpture ever assembled and made available to the public free of charge. Boyer Group's engagement instructions were to promote the Texas Sculpture Garden as a destination location recognizable by name due to its exclusive inclusion of sculpture created only by native Texas artists who live and work in the State of Texas. From that time through the present, I have been personally and continuously involved in the advertising, marketing, and promotion of the Texas Sculpture Garden, working closely with Patricia B. Meadows, the former curator of the Texas Sculpture Garden, Kristina Hahsler, and many others.

The Texas Sculpture Garden officially opened to the public on September 6, 2001 with a ribbon-cutting ceremony that was attended by over 1,000 people. In preparation for the opening, we expended much time and effort. In August and September of 2001 alone, we spent approximately 200 hours in consulting time and reached out to numerous media outlets to let them know of the upcoming opening. True and correct copies of a sampling of the Boyer Group's monthly activity summaries, reflecting both consulting time and media contacts, are attached to this declaration as <a href="Exhibit "A". Our services included, without limitation, arranging for photography of the artists and artwork, arranging for videography, developing video footage, designing and printing maps and art tour flyers, preparing and distributing media kits, and designing and sending save the date cards and invitations. The grand opening of the Texas Sculpture Garden gained much acclaim and media attention, and several area reporters were able to personally attend the opening. A true and correct copy of the media registration from the grand opening is attached to this declaration as Exhibit "B".

Additionally, Boyer Group has continued to advertise, market, and promote the Texas Sculpture Garden through the present. Some of our efforts in doing so include work on the design and promotion of the Texas Sculpture Garden website, managing publicity related to a screening of the documentary, *Dances on the Prairie*, which is about the art and artists featured in Texas Sculpture Garden, preparing media kits for *Dances on the Prairie*, updating photography, creating and printing a self-guided art tour map for promotions and visitors, and revising art tour flyers. A true and correct copy of the press release for the website launch of the Texas Sculpture Garden is attached to my declaration as Exhibit "C". A true and correct copy of the press release for the premiere of *Dances on the Prairie* is attached to my declaration as Exhibit "D". Also, Boyer Group periodically distributes information about the Texas Sculpture Garden to area Chambers of Commerce, arts groups, school systems, and various specialty media and columnists covering "things to do in DFW". A summary of the media coverage obtained from just a few months alone, along with readership numbers evidencing a total readership in the millions, is attached to my declaration as Exhibit "E".

Given the extent of our service, I would estimate that the expenditures made in promoting the Texas Sculpture Garden from inception through the present are in the range of \$250,000 to \$300,000. This estimate comes from my knowledge of the services provided and my recent review of available Boyer Group invoices. In connection with my review of invoices, I prepared a chart, identifying the job name, job number, date, and amount for services performed by Boyer Group in connection with the Texas Sculpture Garden. A true and correct copy of the chart I prepared is attached to this declaration as Exhibit "F". True and correct copies of the invoices I reviewed, reflecting expenditures made in promoting the Texas Sculpture Garden are attached to this declaration as Exhibit "G".

While it should be noted that the invoices attached as Exhibit "G" are not singularly related to the Texas Sculpture Garden, a portion of the costs reflected in the

attached invoices were incurred in connection with the Texas Sculpture Garden. Additionally, the attached invoices constitute only a sampling of the advertising, marketing, and consulting expenses incurred in connection with the Texas Sculpture Garden.

In my opinion, the Texas Sculpture Garden has successfully garnered distinctiveness in the minds of the general public. We routinely receive and respond to unsolicited inquiries from media outlets requesting updated information or photography on the Texas Sculpture Garden, and our representation has shifted to now include both pro-active and responsive efforts. My opinion that the Texas Sculpture Garden has successfully garnered distinctiveness in the minds of the general public, therefore, is based upon the inquiries Boyer Group routinely receives, my many years of experience in the advertising industry, my knowledge of the market and media, the specific and targeted services provided by Boyer Group, and my ongoing monitoring of the media coverage of the Texas Sculpture Garden.

Lisa Boyer

August 7, 2012

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Hall Phoenix/Inwood, Ltd.

Serial No.:

85108037

Mark:

TEXAS SCULPTURE GARDEN

Filed:

August 16, 2010

International Class:

41

Trademark Attorney:

Catherine A. Berryman

Law Office:

Winstead PC

DECLARATION OF KRISTINA HAHSLER UNDER 37 C.F.R. § 2.41

I, Kristin Hahsler, being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declare that all statements made of my own knowledge are true; and all statements made on information and belief are believed to be true.

I have been involved with the Texas Sculpture Garden for approximately five years. Initially, my involvement included filing and assisting the curator, Patricia Meadows. In March of 2009, following Patricia Meadows's departure, I took over facilitating tours of the Texas Sculpture Garden, including but not limited to, providing guided tours and maintaining the collection. Because the Texas Sculpture Garden is open and free to the public, I am not able to provide an estimate of the number of people who visit the Texas Sculpture Garden during any given time period. However, we do request

that certain tours be scheduled. More specifically, we require scheduling of tours of more than twenty and anyone desiring to take a guided tour. Consequently, I have knowledge regarding the scheduled tours, either because of the size of their party or their desire for a guided tour.

Over the course of my work with the Texas Sculpture Garden, I have seen a broad spectrum of the general public drawn to it. I have received requests for guided tours from schools, such as Little Elm Middle School, Griffin Middle School, and Coppell High School, the retirement community, women's groups, and art groups. I have also received requests for self-guided tours from child care groups, such as Crème de la Crème, photography clubs, and mother/child groups. On average, I would estimate that I have provided around ten guided tours per year from 2011 to the present, and the tour sizes have ranged from a few people to sixty people. I began keeping tour records in 2011 and have seen the scheduled tour traffic increase from 111 visitors in 2011 to 229 and counting in 2012.

During the tours, I provide the groups with maps of the Texas Sculpture Garden, and I often provide them with the DVD, Dances on the Prairie, which is a documentary created about the Texas Sculpture Garden. The DVD is provided as a means for the visitors and their family and friends to continue their education. To the best of my knowledge, a number of schools that received the DVD from previous trips use the DVD in their classroom instruction and education of the students prior to or after their visit.

Again, it should also be noted that in addition to the scheduled tours, unscheduled, self-guided tours occur weekly at the Texas Sculpture Garden. The Texas

Sculpture Garden is open to the public from 9:00 a.m. to 5:00 p.m. weekdays and 9:00 a.m. to noon on Saturdays.

Kristina Hahsler

August 7, 2012



Hall Office Park August 2001 Activity Summary

Monitor	and	Propent	Opportunities
MOUNTO	2110	Present	Opportunities

Scope of Work: Monitoring and presenting marketing opportunities involves the development of a comprehensive annual editorial calendar comprised of multiple calendars as received from targeted business and trade publications, associations, and other industry sources. Relationships with publishers, editors, writers, and advertising representatives are nurtured to ensure the best possible client coverage and/or consideration. Calendars are monitored daily and opportunities presented at least monthly. Meetings are held with both writers and advertising representatives as appropriate. Following the presentation of solidified opportunities to client, project is either initiated or abandoned, and notification made to all involved. Boyer Group maintains an up-to-date library of targeted media, publications, resource materials, and reference books.

Activity Summary: Black's Guide Dallas/Advertising Black's Guide Dallas/Editorial Commercial Property News/Advertising Commercial Property News/Sponsorship and Speaking Opportunities Commercial Property News/Story Dallas Business Journal/Advertising Dallas Business Journal/Story Frisco Enterprise/Advertising Frisco Enterprise/Editorial Dallas BOMA/Office & Commercial Real Estate Magazine/Advertising Dallas BOMA/Office & Commercial Real Estate Magazine/Editorial Dallas Morning News/Story GlobeSt.com/Story Marcoa Dallas Office Guide/Advertising Marcoa Dallas Office Guide/Editorial National Real Estate Investor/Advertising National Real Estate Investor/Story Plants Sites & Parks/Story Real Estate Forum/Advertising Real Estate Forum/Story

EXHIBIT

IV - A

page 1 of 3



Hall Office Park August 2001 Activity Summary

Frisco Style Magazine/Advertising	
Frisco Style Magazine/Editorial	
Site Selection Magazine/Story	
Texas Monthly/Advertising	
Texas Monthly/Story	
Media Relations, Pitches and Editorials	
non-news release journalistic copy; providin	as include "issues" research for media pitches; researching, writing, and editing gopportunities to media, or responding to media inquiries; coordinating background materials, statistical information and photography; follow-up to als and story is complete.
Activity Summary:	
Dallas Business Journal Special Featur scheduled but missed.	e: Coordinate Craig Hall Interview and photo shoot; Kathryn Hall Interview
Dallas Morning News Allan Peppard Co	dumn: Prepare column drop re event and opening.
Dallas Morning News Robert Miller Coli	umn: Prepare column drop re Responsible Entrepreneur book and opening.
Dallas Morning News Hank Tatum Edit	orial Feature: Coordinate interview with Craig Hall.
Commercial Property News October 1 information submission.	6, 2001 Top Office Investors and Developers: Prepare and coordinate listing
Commercial Property News October 1	6, 2001 Dallas Market Review: Provide media pitch information to publication.
Commercial Property News Who's Who	o in the Southwest: Review prior year's submission and discuss.
Frisco Style Magazine Arts Feature Or materials to Lori Fairchild.	clober/November 2001 Issue: Provide Texas Sculpture Garden advance media
Dallas Business Journal September 14 transaction information to publication	, 2001 Facilities Management Special Section: Provide key contacts and .
National Real Estate Investor August	Issue: Follow-up feature story and photography receipt.
GlobeSt.com Close Up Interview: Prov	ride materials for possible Craig Hall feature to Editor-in-Chief.
Plants Sites & Parks October/Novembublication.	per, 2001 Texas State Review: Key contacts and transaction information sent
Site Selection November 2001 Texas publication.	State Report: Key contacts and transaction information submitted to

Texas Monthly: Prepare pitch materials and submit to publication.

Hall Office Park August 2001 Activity Summary

Coverage,	Clips and	Recaps
-----------	-----------	--------

Scope of Work: Monitoring coverage includes searches in print publications, on-line, and as received from clip service. Preparation of each individual clip involves preparing in professional format with publication headers and dates of coverage for each, trimming and reducing or enlarging as needed; pasting on to header page; xeroxing and inserting into protective sleeves and forwarding to client. Monthly summary reports are generated through a review of recorded time detail, coverage received, and jobs opened, pending or closed. Results are prepared in standard format and submitted along with monthly releases, editorials, and clips in protective sleeves.

Activity Summary:

Daily review of publications both in print and on-line. Prepare clips for submission at month's end.

Prepare monthly activity report and support coverage documentation.

Account Service/Other

Activity Summary:

HOP logo sent via email to Junior League of Plano for web site link.

KERA discussion with Brijetta Hall re promotion possibilities for Texas Sculpture Garden.

NTCAR and IDRC Bus Tour coordination.

HOP media kit contents and photography prepared and forwarded to Hungary per client request.

TOTAL CONSULTING TIME: AUGUST 2001

80.0 hours



Hall Office Park September 2001 Activity Summary

Monitor and	Present O	pportunities
-------------	-----------	--------------

Scope of Work: Monitoring and presenting marketing opportunities involves the development of a comprehensive annual editorial calendar comprised of multiple calendars as received from targeted business and trade publications, associations, and other industry sources. Relationships with publishers, editors, writers, and advertising representatives are numbered to

ensure the best possible client coverage and/or consideration. Calendars are monitored daily and opportunities presented at least monthly. Meetings are held with both writers and advertising representatives as appropriate. Following the presentation of solidified opportunities to client, project is either initiated or abandoned, and notification made to all involved. Boyer Group maintains an up-to-date library of targeted media, publications, resource materials, and reference books.
Activity Summary:
Black's Guide Dallas/Advertising
Black's Guide Dallas/Editorial
Commercial Property News/Story
D Magazine/Story
D/FW Tech Biz/Story
Dallas BOMA/Office & Commercial Real Estate Magazine/Editorial
Dallas Business Journal/Advertising
Dallas Business Journal/Story
Dallas Morning News/Story
Frisco Style Magazine/Story and Editorial
GlobeSt.com/Story
Grid Magazine/Story
Inside Collin County Business/Story
Marcoa Dallas Office Gulde/Advertising
Marcoa Dallas Office Guide/Editorial
National Real Estate Investor/Advertising
National Real Estate Investor/Story
People Newspapers/Story
Plano Star Courier/Story
Plants Sites & Parks/Story
Site Selection Magazine/Story

Hall Office Park September 2001 Activity Summary

Media Relations, Pitches and Editorials

Scope of Work: Pitches and media relations include "issues" research for media pitches; researching, writing, and editing non-news release journalistic copy; providing opportunities to media, or responding to media inquirles; coordinating interviews; providing media with appropriate background materials, statistical information and photography; follow-up to ensure that the reporter received all materials and story is complete.

Activity Summary:

Business Week: Respond to magazine request for Craig Hall interview; Hall declined.

Commercial Property News October 16, 2001 Dallas Market Review: Coordinate Craig Hall Interview.

D/FW Tech Biz: Discuss HOP and upcoming feature.

Dallas Business Journal Development Roundtable: Coordinate HOP participation.

Dallas Business Journal Meeting Planners Guide: Coordinated interview and provided information on Hall Event Center.

Dallas Business Journal November 16, 2001 Commercial Real Estate Quarterly: Provide media materials for inclusion.

Dallas Business Journal November 9, 2001 Today's Office Special Section: Prepared contact and transaction information for submission.

Dallas Morning News Hank Tatum: Ongoing coordination re interview and Frisco angle.

Frisco Style Magazine Arts Feature October/November 2001 Issue: Courier Texas Sculpture Garden artwork to publication.

GiobeSt.com: Coordinated interview with Mike Jaynes in response to CB Richard Ellis news release received regarding HFG multifamily property disposition; provided Jaynes and HFG background materials to writer.

Grid Magazine Texas Issue: Provide media materials and background information to publication.

Inside Collin County Business: Provide pitch materials to publication.

National Real Estate Investor November 2001 Office 2002 Forecast and Industrial Overview: Provided media and background materials to publication.

Plano Star Courier September 6, 2001 Issue: Confirmed coverage.

Plants Sites & Parks October/November, 2001 Texas State Review: Pitched HOP as feature story; provided all information to Editor-in-Chief.

Site Selection November 2001 Texas State Report: Confirmed receipt of media materials and coverage.

BOYER 🗑 GROUP

Hall Office Park September 2001 Activity Summary

Coverage, Clips and Recaps	
for each, trimming and reducing or enlarging as needed sleeves and forwarding to client. Monthly summary res	es in print publications, on-line, and as received from clip service. professional format with publication headers and dates of coverage d; pasting on to header page; xeroxing and inserting into protective ports are generated through a review of recorded time detail, Results are prepared in standard format and submitted along with types.
Activity Summary:	
Daily review of publications both in print and on-lin	ne. Prepare clips for submission at month's end.
Prepare monthly activity recaps and clips; print ed	
Account Service/Other	
Activity Summary:	
Provide Kathryn Hall Vineyard Illustrations to vend	or for use on t-shirts.
Provide Cralg and Kathryn Hall photos in digital for	rmat to Becky Neuenschwander per request.
Provide Cralg Hall updated blo to Blocher for use	with upcoming speech/presentation.
Sort and organize returned invitations; make chang	ges to Hall Main mailing list.
D Magazine query re Kathryn Hall's potential run fo	or Dalias Mayor.
Hall Office Park 2001 budget recaps and client rev	view meetings.
IDRC and NTCAR ongoing tour coordination.	
	TOTAL CONSULTING TIME SEPTEMBER 2001: 100+ hours

Hall Office Park October 2001 Activity Summary

Monitor and Present Opportunities

Scope of Work: Monitoring and presenting marketing opportunities involves the development of a comprehensive annual editorial calendar comprised of multiple calendars as received from targeted business and trade publications, associations, and other industry sources. Relationships with publishers, editors, writers, and advertising representatives are nurtured to

leas pre	sure the best possible client coverage and/or consideration. Calendars are monitored daily and opportunities presented a st monthly. Meetings are held with both writers and advertising representatives as appropriate. Following the sentation of solidified opportunities to client, project is either initiated or abandoned, and notification made to all plyed. Boyer Group maintains an up-to-date library of targeted media, publications, resource materials, and reference liks.
Act	ivity Summary:
	Allen American/Story
	Argyle Sun/Story
	Black's Guide Dallas/Advertising
	Black's Gulde Datlas/Editorial
	Commercial Property News/Advertising
	Commercial Property News/Story
	Dallas BOMA/Office & Commercial Real Estate Magazine/Advertising
	Dallas BOMA/Office & Commercial Real Estate Magazine/Editorlal
	Dallas Business Journal/Advertising
	Dallas Business Journal/Story
	Dallas Morning News/Story
	Denton Business News/Story
	DFW Tech Biz/Story and Editorial
	Fast Company/Story
	Fort Worth Business Press/Story
	Frisco Enterprise/Advertising
····	Frisco Enterprise/Editorial
	Frisco Style Magazine/Advertising
	Frisco Style Magazine/Story and Editorial
	GlobeSt.com/Story
	Grid Magazine/Story
	Marcoa Dallas Office Gulde/Advertising

BOYER (GROUP

Hall Office Park October 2001 Activity Summary

Marcoa Da	llas Office Gulde/Editorial
National R	eal Estate Investor/Advertising
National Re	eal Estate Investor/Story
People Ne	wspapers/Story
Plants Site	s & Parks/Story
Real Estate	Forum/Advertising
Real Estate	Forum/Story
Sanger Co	urier/Story
Throckmor	ton Tribune/Story
Urban Land	d Magazine/Story
Wall Street	Journal/Story
World Scul	pture News/Story
Media Relations	, Pitches and Editorials
interviews; provi	e journalistic copy; presenting opportunities to media, or responding to media inquiries; coordinating ding media with appropriate background materials, statistical information and photography; follow-up to reporter received all materials and story is complete.
Argyle Sun	: Provided artist information to writer.
Commercia pitch mater	I Property News December 16, 2001 "Learning from Survivors of Past Market Shifts" Special Feature: Meditals prepared and submitted to publication.
Dallas Morr	ning News: Guide and GuideLive.com: Prepare listing information on Texas Sculpture Garden and submit.
Denton But	siness News: Provided information on artists to writer.
DFW Tech and Hall Of	Biz Commercial Real Estate/Architecture Special Sections: Coordinated Interviews for lead story on Frisco fice Park.
Fort Worth	Business Press: Media pitch materials on Fort Worth artists provided to writer; coordinated interviews.
Grid Magaz	line Texas Feature: Provide media pitch materials to new freelance writer in Houston.
National Re to writer w	eal Estate Investor November, 2001 Issue: Discussion with editor regarding materials submitted; will forwar then story assigned.
People Nev	wspapers: Provide writer additional photographs on event.

BOYER (6) GROUP

Hall Office Park October 2001 Activity Summary

Plants Sites & Parks: Coordinated and attended Interview with Editor-in-Chief on-site. Urban Land: Media pitch materials provided to Editor for special art feature mid-2002. Coverage, Clips and Recaps Scope of Work: Monitoring coverage includes searches in print publications, on-line, and as received from clip service. Preparation of each Individual clip involves preparing in professional format with publication headers and dates of coverage for each, trimming and reducing or enlarging as needed; pasting on to header page; xeroxing and inserting into protective sleeves and forwarding to client. Monthly summary reports are generated through a review of recorded time detail, coverage received, and jobs opened, pending or closed. Results are prepared in standard format and submitted along with monthly releases, editorials, and clips in protective sleeves. **Activity Summary:** Daily review of publications both in print and on-line. Prepare clips for submission at month's end. Prepare monthly activity recaps and clips; print editorials and releases for publicity binders. Account Service/Other **Activity Summary:** Coordinate IDRC/NACORE bus tour meetings and marketing material requirements. Coordinate NTCAR bus tour marketing materials requirements; discuss logistics; event cancelled. Sort brokers from Main HOP mailing list; print set of 1500 labels and deliver. Search for photograph of "Chill-Out" room per client request; none taken. Prepare HOP event history binders for Craig Hall per his request Review and organize all HOP malling lists, binders, etc.; begin preparation for return to Hall. Photo scans to CD for distribution to media. Meet with Scott Byrne, NTCAR, re 2002 Heavy Hitters event. Update master mailing list with all correct artist information. Sort out extra event materials and samples; count per Blocher request in case he needs them. Provide clips of coverage received to Priour per his request. Request photo shoot pricing for exterior of all buildings. Provide Art and Soul logo to client for use in T-shirt production.

BOYER (6) GROUP

Hall Office Park October 2001 Activity Summary

Provide Texas Sculpture Garden map, HOP logo, Art and Soul logo and Site Plan to Allen Chamber of Commerce for link to web site.

News Releases

Scope of Work: The development of an accurate and interesting news release involves background research, client communication and interviews, internal briefings with writer(s) involved, drafting and formatting per AP guidelines; revisions as required; approval coordination both internal and external; media list research and sorting/mail merging for distribution; photography research and reprints as appropriate; actual distribution via mail or broadcast fax; all related follow-up including interview coordination and monitoring for coverage and clips.

Activity Summary:

Art and Soul Event Release; Ongoing media distribution of release and supporting media materials; follow-up and interview coordination continuing.

Videoconferencing News Release: Release drafted; approval underway.

TOTAL CONSULTING TIME OCTOBER 2001: 120.00 hours

Hall Office Park December 2001 Activity Summary

	Monitor and Present Opportunities Scope of Work: Monitoring and presenting marketing opportunities involves the development of a comprehensive annual
	deltorial calendar comprised of multiple calendars as received from targeted business and trade publications, associations, addorial calendar comprised of multiple calendars as received from targeted business and trade publications, associations, and other industry sources. Relationships with publishers, editors, writers, and advertising representations are monitored daily and opportunities presented at east monthly. Meetings are held with both writers and advertising representatives as appropriate. Following the presentation of solidified opportunities to cliont, project is either initiated or abandoned, and notification made to all novolved. Boyer Group maintains an up-to-date library of targeted media, publications, resource materials, and reference pooks.
	Activity Summary:
	Buildings/Story ·
_	Commercial Property News/Advertising
_	Commercial Property News/Story
_	Dallas Business Journal/Advertising
	Dallas Business Journal/Listing
	Dallas Business Journal/Story
	Dallas Moming News/Story
	Frisco Style/Advertising
	Grid Magazine/Story
	IFMA Newsletter/Story
	Marcoa Dallas Office Guide/Advertising
_	Marcoe Dallas Office Gulde/Editorial
	People Newspapers/Story
	Philanthropy In Texas/Profile
_	Real Estate Forum/Advertising
	Real Estate Forum/Story
_	Sculpture/Story
_	Southwest Art/Story
	Vallente/Story
	Media Relations, Pitches and Editorials
	Scope of Work: Pitches and media relations include "issues" research for media pitches; researching, writing, and editing non-news release journalistic copy; presenting opportunities to media, or responding to media inquiries; coordinating interviews; providing media with appropriate background materials, statistical information and photography; follow-up to ensure that the reporter received all materials and story is complete.
_	Activity Summery:
	Buildings: Short story about HOP will appear in "The Buzz" section of the January 2002 issue.

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Hall Office Park December 2001 Activity Summary

	December 2001 Activity Summary
	Commercial Property News February 2002 "Development Teams:" Key contact and transaction information submitted to publication.
	Commercial Property News February 2002 "Products to Fulfill Evolving Tenant Demands:" Send key contacts and background information to publication for consideration.
	Commercial Property News February 2002 "Top Cities for Real Estate Investment:" Sand key contacts and development Information to publication for consideration.
	Commercial Property News March 2002 "Goldbook:" Key listing contact information submitted to publication.
	Dallas Business Journal, January 25, 2002 "Top Real Estate Developers List:" Request nomination form to submit on
	Dallas Business Journal, January 25, 2002 Commercial Real Estate Quarterly: Pitched story about amenities and
	Dallas Business Journal February 22, 2002 issue "Best Deals;" Draft nomination materials; client reviewing before
	Dallas Morning News: Approved Videoconferencing news release submitted to reporter Steve Quinn for inclusion in business section of Plano Morning News.
	Dallas Moming News: C. Hall interviewed by Steve Quinn for Frisco story; photo shoot complete.
•	Grid Magazine: Requested further information about the "Excellence in Real Estate Awards."
	IFMA Newsletter: Completion of questions re HOP/TSG for inclusion in story; forwarded complete answers to IFMA.
Ė	Marcoa Dallas Office Guide, Spring 2002: Preparation for composition of the Far North Dallas Overview.
	People Newspapers: Re-sent HOP event photography to society editor for publication in future issue.
	Philanthropy in Texas: Craig and Kathryn Hall blos submitted to publication for consideration of profile story in 2002.
-	Real Estate Forum, February 2002 issue: Requested commentary fill-in form for National Market Overview.
-	Sculpture: Editor interested in story about TSG; follow up in February 2002 for update.
-	Southwest Art: Short article about TSG will appear in the "News" column of the January 2002 issue.
-	Valiente: Sent media kit to editor for possible story about Hispanic ertists represented at TSG; also for consideration on-site tashion shoot at TSG; PUBLICATION SUSPENDED.
-	Course Clips and Recaus
	Scope of Work: Monitoring coverage includes searches in print publications, on-line, and as received from all pservice. Preparation of each individual clip involves preparing in professional format with publication headers and dates of coverage Preparation of each individual clip involves preparing in professional format with publication headers and dates of coverage for each, trimming and reducing or enlarging as needed; pasting on to header page; xeroxing and inserting into protective sleeves and forwarding to client. Monthly summary reports are generated through a review of recorded time detail, sleeves and forwarding to client. Monthly summary reports are generated in standard format and submitted along with monthly releases, editorials, and clips in protective sleeves.
	Activity Summary:
	Daily review of publications both in print and on-line. Prepare clips for submission at month's end.
-	Prepare monthly activity recaps and clips; print editorials and releases for publicity binders.

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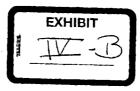
Hall Office Park December 2001 Activity Summary

Account Service/Other	
Activity Summary:	
Color copy of TSG materials for Calvin with Skywire	e Technologies for web site.
Communication with the Dallas Business Journal re	egarding 2002 advertising contract.
Discussion of large HOP event photo order with P.	Meadows; to be sent out for printing after holidays.
Draft first quarter PR/Marketing opportunities for o	diecussion.
Meeting with HOP staff to discuss budget, creative	concepts for 2002 Campaign and Heavy Hitters video.
Preparation and revisions of HOP 2002 marketing	budget.
Revisions of HOP media kit to reflect new building	Information.
Selection of HOP photography for Marcoa Dallas C publication.	Office Guide publication editorial; loaded to disk and delivered to
News Releases	
communication and interviews, internal brieflings with was required; approval coordination both internal and ex-	nteresting news release involves background research, client writer(s) involved, drafting and formatting per AP guidelines; revision ternal; media list research and sorting/mail merging for distribution; at distribution via mail or broadcast fax; all related follow-up includir oilps.
Activity Summary:	
Art and Soul Event Release: Ongoing follow-up an	nd interview coordination continuing.
Nishimura Personnel Release: Release approved; to be distributed in January 2002.	
Videoconferencing News Release: Final revisions burning to CD; to be distributed mid-January 200	and new name of event center implemented; photography selected to 2.
2801 Network Blvd./2511 Internet Blvd, Completic	on Release: Release drafted; approval underway.
	TOTAL CONSULTING TIME DECEMBER 2001: 80+ hours

ART AND SOUL IN THE WORKPLACE

Art & Soul in the Workplace News Conference Registration September 6, 2001

No.	Name	Company
1	Comine Gove	6 LOBEST. COM
2	Quin Mathews	
3	Tom Beesley	FriscoEnterprise
4	Dave Wathing	Texas Monthly
5	YIGhma Jowman	photographer
6	Elizabeth Perales	photographer
7	Sujata Duna	KERA-TV 1Ch. 13 "Deep in the Arts
8	Rick Leal	KERA-TV, Ch. 13- "Deep in the Arts"
9	Kancy Smith	Planostur Coriner
10	Stare Quinn	Dulas Morning News
11	Tom Sime	Dallas Morning News
12		Inside C.C. Brusiness
. 13	tail Sachson	Park lities (Northeside People
14		Dallas Brisinuss Journal



ART AND SOUL IN THE WORKPLACE

Art & Soul in the Workplace News Conference Registration September 6, 2001

15	Stephanie Patrick	Dallas Business Journal
.16	Kelly Cadenhead	Frisco Association of the AAS
17	Stephanie Patrick Kelly Cadenhead Becky Watson	Office & Commercial P.E. Magazine
18	J	1
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FOR INFORMATION, CONTACT:

Amy Shepherd or Audra Levine Boyer Group, Inc. 214.363.3611 (day) 214.212.0660 (cell) ashepherd@boyergroup.com

FOR IMMEDIATE RELEASE

TEXAS SCULPTURE GARDEN WEBSITE OFFICIALLY LAUNCHED

FRISCO, TEXAS - MAY XX, 2002 - The Texas Sculpture Garden, the only private art collection open to the public and solely devoted to Texas sculptors, is pleased to present the launch of its official website - www.texasculpturegarden.com - on Monday, May 13, 2002. This compelling tribute to native Texas talent features 37 distinctive works by 38 of the state's most renowned sculptors.

Officially opened to the public in September 2001, the Texas Sculpture Garden began with the love of art, the love of artists, and the artists' love of making art. It is a culmination of collaborative efforts, putting talented parts together to actualize the goal of giving Texas contemporary sculptors a place to be showcased.

This unique website offers background information on and showcases the talents of the contributing artists, most of which have worked in Texas for more than twenty years. The website also offers a comprehensive list of links to various arts organizations, galleries featuring works by the Texas Sculpture Garden artists, and pertinent visitor information.

Several of Texas' most prominent sculptors were commissioned to contribute a completed piece or create a new piece for this distinctive display. Included in this prestigious list are James Surls, Frances Bagley, Jerry Daniel, Damian Priour, Eliseo Garcia, Isaac Smith, Sherry Owens, Art Shirer and Polly Gessell. These artists

EXHIBIT

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represent the entire state of Texas - from the big populated cities like Dallas, Austin and Houston to the small rural ones such as Throckmorton, Crowley and Argyle.

Patricia Meadows, curator of the Texas Sculpture Garden, has always had a passion for regional art and artists. She's devoted years trying to get recognition for the artists and art being produced in Texas. The Texas Sculpture Garden was the result of over thirty years of dedication and support to regional artists.

"We want people to really enjoy this," said Ms. Meadows. "Too often local artists aren't recognized and we wanted the everyone to know that some of the greatest artisans are right here in our home state."

This sentiment is being reflected in the numbers of people visiting the art on display at the Texas Sculpture Garden. More and more people are descending on the Garden and discovering what it has to offer each individual viewer.

"There's so much imagination present here," said visitor Davette Shands from McKinney, Texas. "Things that can transport you, things that can cause you to think about life that you might not otherwise think about."

Bill Stephens of Sanger, Texas adds, "It's very evident that these are the people that have lived in Texas and know Texas, and that's what makes it enjoyable for us."

Soon even more people will know of the Texas Sculpture Garden and its artists when the documentary *Dances on the Prairie* premieres at the Dallas Video Festival on May 18th. The film documents the development of the garden, from the unique vision that inspired it to its opening celebration. The film features many of the talented artists who discuss the influences on their work, provide insight into the creative process and ponder what it means to be a "Texas Artist."

TEXAS SCULPTURE GARDEN WEBSITE OFFICIALLY LAUNCHED PAGE 3 OF 3

The Texas Sculpture Garden is located outside of and in the lobby of 6801 Gaylord Parkway at Hall Office Park in Frisco, Texas. It is free and open to the public. The interior portion is open during regular working hours, 8:00 a.m. to 6:00 p.m., Monday through Friday, and Saturday morning 9:00 a.m. to noon. The outside section is open daily from dawn to dusk.

#

(Metter PRODUCTIONS, INC.

For Information, Contact:

Brijetta Hall Metta Productions 773.528.5342 Brijetta@mettaproductions.com

FOR IMMEDIATE RELEASE

DOCUMENTARY FEATURING TEXAS ARTISTS, SCULPTURE GARDEN TO PREMIERE AT DALLAS VIDEO FESTIVAL

Dallas, TX – May xx, 2002 – DANCES ON THE PRAIRIE, a half hour documentary by filmmaker Brijetta Hall, explores the creation of the "Texas Sculpture Garden," the largest private collection, open to the public, of contemporary sculpture by living Texas artists ever assembled. The film will premiere at the Dallas Video Festival on Saturday, May 18, 2002 at 2:45pm in the Kalita Humphreys Theater.

DANCES ON THE PRAIRIE documents the development of the "Texas Sculpture Garden" over a period of two years from the unique vision that inspired it to the opening celebration. The film features a group of diverse and talented artists who discuss the influences on their work, provide insight into the creative process, and ponder what it means to be a "Texas Artist." The documentary employs the garden to explore the participative nature of art, the vital role that art plays in the lives of both artists and the audience, and the direct impact art can have on a community.

Several of Texas' most prominent sculptors are featured in DANCES ON THE PRAIRIE including: James Surls, Frances Bagley, Jerry Daniel, Damian Priour, Eliseo Garcia, Isaac Smith, Sherry Owens, Art Shirer, and Polly Gessell among others.

About the filmmaker:

Brijetta Hall produced and directed DANCES ON THE PRAIRIE through her production company, Metta Productions, Inc. Her first documentary, VOICES CARRY, was awarded a Regional Student Academy Award, a Merit Award from the Chicago International Film Festival and aired on

Metta Productions, Inc. 773.528.5342 Brijetta@mettaproductions



DOCUMENTARY FEATURING TEXAS ARTISTS,
SCULPTURE GARDEN TO
PREMIERE AT DALLAS VIDEO FESTIVAL
page 2 of 2

WTTW (PBS) in Chicago. She is currently editing IN MY ROOM, a feature length documentary about the inner life of teenage girls. Prior to starting her own production company, Hall worked for Universal Television Entertainment in Los Angeles, CA and received her film degree from Northwestern University.

About the Texas Sculpture Garden:

The Texas Sculpture Garden is located in Frisco, Texas at 6801 Gaylord Parkway (at Dallas Parkway) and features the work of 37 Texas artists. The Texas Sculpture Garden is open for free to the public and is exhibited both indoors and outdoors complemented by lakes, walking trails, and natural landscaping. For more information about the Texas Sculpture Garden, visit: www.texassculpturegarden.org.

About the Dallas Video Festival:

The Dallas Video Festival is one of the premiere festivals in the U.S. It will celebrate its 15th Anniversary this year with a return to the Dallas Theater Center (3636 Turtle Creek Blvd.) on May 15-19, 2002. Over this five-day period, the Dallas Video Festival will show as many as 200 diverse programs to an expected audience of nearly 10,000. For more information, visit www.videofest.org.

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HALL OFFICE PARK

APRIL/MAY 2002 MARKETING AND PUBLIC RELATIONS CONSULTING

COVERAGE RECAP

The following outlines coverage received during the stated activity period for Hall Office Park, Hall Financial Group coverage is prepared separately and provided to Patricia Meadows. Copies of all clips noted below are placed in protective sleeves for placement quarterly in Hall Financial Group's publicity binder maintained on-site by Mark Blocher.

		1 - 1 Tanana apris 7	
Area Development	April	"Destination Report - Texas"	45,575
Area Development Online	April	"Destination Report - Texas"	227,875 N/A
Plane Morning News	April 4	"City Council To Consider Proposal For Public Art"	10,000
Plano Morning News	April 5	"New Heights In Sight"	10,000
Plano Morning News	April 18	"Council OKs Plan To Add New Art"	50,000 10,000
Frisco Enterprise	April 19	"Council OKs Arts Funding"	50,000 3,400
GlobeSt.com	April 23	"Leasing Round Rallies 34,000 SF for Suburban Office Markets"	17,000 65,000 325,000
Park Cities People	April 25	"Art Talks" - Patricia Meadows to Speak About the Texas Sculpture Garden	22,300 111,500
Dallas Morning News	April 28	"3 Firms Taking Space In Hall Office Park"	490,250 2,451,250
Inside Collin County Business	Мву	"Hall Office Park Announces New Tenants Lease 10,791 SF"	10,000
nside Collin County Business	May	"Cingular Calls For Major Office Space"	10,000
Dallas Morning News	May 1	"Molding Frisco" - Meadows to speak about the Texas Sculpture Garden (Community Calendar)	50,000 490,250 2,451,250
Pallas Observer	May 9	"Made On The Margins" - Preview of films screened at Dallas Video Festival, including "Dances on the Prairie"	105,000 525,000

EXHIBIT

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May 16	"Film Calendar" - Screening of "Dances on the Prairie" at the Dallas Video Festival	105,000 525,000
May 17	"Bulletin Board" - "Dances on the Prairie" screening at the Dallas Video Festival	10,000
May 17	"Dances On The Prairie" Documentary Screening	N/A
May 17	"Sculpture Garden Featured At Festival"	10,152 50,760
May 18	"Bulletin Board" - Dances on the Prairie screening at the Dallas Video Festival	10,000
May 18	"Sculpture Garden Featured At Festival"	6,000 30,000
May 24	"Cash Lures Thousand Trails To Frisco"	15,733 78,665
Мау 24	"Largest Metroplex Office Parks" - Hall Office Park #12	15,733 78,665
May 26	"Texas Sculpture Garden Unveils Website"	10,800 54,000
May 27	"Hall Financial Unlocks 320,000 SF Of Spec Office Space"	65,000 325,000
May 30	"Sculpture Garden Launches Web Site"	3,400 17,000
May 31	"Hall's Grand Opening"	490,250 2,451,250
Spring 2002	"Far North Dallas Office Submarket"	33,000 165,000
	May 17 May 17 May 17 May 18 May 18 May 24 May 24 May 26 May 27 May 30 May 31	"Dances on the Prairie" at the Dallas Video Festival May 17 "Bulletin Board" - "Dances on the Prairie" screening at the Dallas Video Festival May 17 "Dances On The Prairie" Documentary Screening May 17 "Sculpture Garden Featured At Festival" May 18 "Bulletin Board" - Dances on the Prairie screening at the Dallas Video Festival May 18 "Sculpture Garden Featured At Festival" May 24 "Cash Lures Thousand Trails To Frisco" May 24 "Largest Metroplex Office Parks" - Hall Office Park #12 May 26 "Texas Sculpture Garden Unveils Website" May 27 "Hall Financial Unlocks 320,000 SF Of Spec Office Space" May 30 "Sculpture Garden Launches Web Site" May 31 "Hall's Grand Opening" Spring 2002 "Far North Dallas Office

HALL OFFICE PARK
APRIL/MAY 2002
MARKETING AND PUBLIC RELATIONS CONSULTING
COVERAGE RECAP

BOYER (GROUP

HALL OFFICE PARK

AUGUST 2002 MARKETING AND PUBLIC RELATIONS CONSULTING

COVERAGE RECAP

The following outlines coverage received during the stated activity period for Hall Office Park. Hall Financial Group coverage is prepared separately and provided to Mark Blocher.

	5.001 3.001	dictionalistic profiles	iegogykenis Mayogykenis
Texas Highways	August 01	"Please Don't Climb On The Sculpture"	300,000 1,500,000
Business Profile	August 01	"Briefs: EADS TELECOM Builds In Frisco"	2,000 10,000
Real Estate Forum	August 01	EADS TELECOM Builds in Frisco	43,700 218,500
Plano Star Courier	August 04	"EADS Telecom Builds in Frisco"	10,152 50,760
Dallas Morning News	August 04	ThyssenKrupp Elevator Lease Expansion	490,250 2,451,250
Dallas Morning News	August 16	"Another Hall Tenant"	490,250 2,451,250
CoStar Group	August 16	"Fujitsu Chooses Hall Office Park"	29,000 145,000
Dallas Business Journal	August 16	"Fujitsu Forsaking Dallas For Frisco"	15,733 78,665
GlobeSt.com	August 16	"Fujitsu, Hall Sign Incentive- Packed, 89,000-SF Lease"	65,000 325,000
Frisco Enterprise	August 18	"Fujitsu To Move HQ to Hall Office Park"	3,400 17,000
Commercial Real Estate Direct	August 19	"Fujitsu Signs 89,000 SF Lease In Frisco, Texas"	2,000 10,000
Real Estate Center On Line News	August 20	"Fujitsu Chooses Frisco"	15,000 75,000
Inman News Features	August 20	"Lease Agreement Inked – Fujitsu To Occupy 89,000 Square Feet For North American Corporate Headquarters"	50,000 250,000
Plants Sites & Parks - Bizsites Online	August 21	"Fujitsu Moves HQ To Frisco"	40,500 202,500

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Plane Morning News	August 22	"Tenants Lining Up At Hall"	10,000
			50,000
CPN News Monday	August 26	"North Star: Frisco Shines Bright In	31,666
· · · · · · · · · · · · · · · · · · ·		Metroplex"	158,330
Plano Morning News	August 29	"Where I Work" - Linda Maddox,	10,000
		International Truck & Engine Corp.	50,000

HALL OFFICE PARK
AUGUST 2002
MARKETING AND PUBLIC RELATIONS CONSULTING
COVERAGE RECAP

BOYER 🗑 GROUP

HALL OFFICE PARK

DECEMBER 2002 MARKETING AND PUBLIC RELATIONS CONSULTING

COVERAGE RECAP

The following outlines coverage received during the stated activity period for Hall Office Park. Hall Financial Group coverage is prepared separately and provided to Mark Blocher.

AND	DATE (S.	THE STANTON OF THE ST	CIRCUPATIONS	READERSBIE
Robert Lynn Company – RLC Office Report	Fall/Winter 2002	"Northern Exposure - Highlights of Frisco"	N/A	N/A
Frisco Style	December 1	"Flashback: Milestones"	10,000	50,000
Dalias Morning News	December 7	"How A Garden Grew Some Sculptures"	490,250	2,451,250
Frisco Enterprise	December 8	"Enterprise Center Opens in Hall Office Park"	3,400	17,000
Plano Morning News	December 12	"Where I Work" - J.K. Walker, Gateway National Bank	10,000	50,000
Plano Morning News	December 12	"Medical Business Program Set to be Running by March"	10,000	50,000
Frísco Enterprise	December 29	"The Way Things Were"	7,000	35,000
Dallas Morning News	December 6	"Carve, Chisel, Weld, Mold"	490,250	2,451,250
Frisco Enterprise	December 15	"Mayor's Message"	7,000	35,000
		TOTAL IMERESSIONS	1;027;900	5,139,5002



HALL OFFICE PARK

AUGUST 2003 MARKETING AND PUBLIC RELATIONS CONSULTING

COVERAGE RECAP

The following outlines coverage received during the stated activity period for Hall Office Park. Hall Financial Group coverage is prepared separately and provided to Mark Blocher.

MEDIA OF JULY		Estratal/2005/00/ES	i kgerariov	MEAD TREAD
D Magazine	August 1	"Best of Big D 2003" - Arts & Culture - "Best Shady Art"	41,752	208,760
CREW Dallas	August 1	Luncheon Sponsor Acknowledgement	300	1,500
Real Estate Forum	August 1	"Buyers Head to the Lone Star State"	29,000	145,000
NTCAR	August 1	NTCAR Expo Exhibitors Direct Mailer	N/A	N/A
Dallas Morning News	August 7	"Out & About" - Texas Sculpture Garden featured	490,250	2,451,250
GlobeSt.com	August 11	"RE Lending Firm Moving Headquarters to Texas"	65,000	325,000
Dallas Morning News -	August 12	"Firm Making Frisco Its Home"	490,250	2,451,250
Dallas Morning News	August 25	"Shape of Things To Come in Frisco"	490,250	2,451,250
		en e	SAU 60 61802	8,034,010



OCTOBER 2003 MARKETING AND PUBLIC RELATIONS CONSULTING

COVERAGE RECAP

The following outlines coverage received during the stated activity period for Hall Office Park. Hall Financial Group coverage is prepared separately and provided to Mark Blocher.

MEDIA OUTLET	DATE	HEADLINE/CONTENT	CIRCULATION	READERSHIP
Frisco Enterprise	September 26	"Spotlight: Frisco"	7,000	35,000
Frisco Style	October 1	"Best of Business 2003" - Real Estate Winner, Hall Financial Group	33,000	165,000
Dallas Morning News	October 2	"Building on Hopes Amid Slump"	490,250	2,451,250
Fort Worth Star Telegram	October 3	"State of the Art"	225,737	1,128,685
KRLD - 1080 AM	October 9	News story re Tenet Moving to Hall Office Park	30,000	150,000
Frisco Enterprise	October 10	"Halliday To Be Guest Speaker At Arts Gala – Hall to Sponsor Event"	7,000	35,000
Dallas Business Journal	October 10	"Business Park Amenities Have Strong Pull"	15,733	78,665
Dallas Business Journal	October 10	"Frisco Grabs Tenet Facility"	15,733	78,665
CoStar Group	October 11	"Hall Office Park Expands to Nine Buildings"	29,000	145,000

ADPRDESIGN

HALL OFFICE PARK

OCTOBER 2003 COVERAGE RECAP

PAGE 2 OF 2

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MEDIA OUTLET	DATE?	HEADLINE/CONTENT	CIRCULATION:	READERSHIP
Real Estate Center Online News	October 14	"Frisco Office Park Groundbreaking"	5,000	25,000
Inside Collin County Business	October 15	"Talking About Frisco"	10,000	50,000
Inside Collin County Business	October 15	"Hall Financial Sponsors the Arts Gala in Frisco"	10,000	50,000
Inside Collin County Business	October 15	"Hall Financial Group Breaks Ground on Ninth Building at Hall Office Park"	10,000	50,000
Frisco Enterprise	October 17	"Hall Office Park Adds 9 th Building"	7,000	35,000
Frisco Enterprise	October 24	"Local Board Game Has 'Monopoly' on Frisco"	7,000	35,000
	er, grapiska	TOTALIMBRESSIONS	902,453	4,512,265



HALL OFFICE PARK

DECEMBER 2003 MARKETING AND PUBLIC RELATIONS CONSULTING

COVERAGE RECAP

The following outlines coverage received during the stated activity period for Hall Office Park. Hall Financial Group coverage is prepared separately and provided to Mark Blocher.

MEDIA OUTDET	DATE	HEADLINE/CONTENT	CIRCULATION	READERSHIP
Frisco Enterprise	December 12	"Business Briefs, Option One Mortgage Signs with Hall"	7,000	35,000
Real Estate Center Online News	December 12	"Hall Office Park Happenings"	15,733	78,665
Dallas Business Journal	December 12	"Late-Breaking News Around Town"	26,000	130,000
Dallas Morning News	December 16	"Frisco Office Park is Building on its Success"	490,250	2,451,250
Plano Star Courier	December 17	"Option One Leases Frisco Space"	13,360	66,800
CREW Dallas 2003 Awards and Recognition Luncheon Program	December 17	"Luncheon Sponsors"	300	1,500
Inside Business Collin County	December 24	"Nothing is Slowing Down the Progression at Hall Office Park"	10,000	50,000
Inside Business Collin County	December 24	"Strasburger Lands in Frisco"	10,000	50,000
Frisco Enterprise	December 26	"Business Briefs, Mortgage Company Signs with Hall Office Park"	7,000	35,000

ADPRDESIGN

HALL OFFICE PARK DECEMBER 2003 COVERAGE RECAP

PAGE 2 OF 2

	The state of the state of		CRCULATION	READERSHIP
Dallas Business Journal	December 26	"Legal Eagles"	26,000	130,000
Dallas Business Journal	December 26	"Office Depot Stays Put in Grand	26,000	130,000
	Office of the content of the board of the content o	PrairieDone Deals"		

BOYER GROUP, INC. PULLED FROM INVOICE ARCHIVES TEXAS SCULPTURE GARDEN PROMOTIONS

JOB NAME	JOB NUMBER	INVOICE DATE	AMOUNT
Art & Soul Letterhead/Second	CATTON OF THE STATE OF THE STAT	chinical property and experience in the	ANIOUN I
Sheet/Envelopes, etc.	HOP27043	02/09/01	10,825
Texas Monthly Magazine April 2001 Issue -	A STATE OF THE PARTY OF THE PAR	and the man for property of processings because	
partial invoice	HOP27049A	02/19/01	11,020
Texas Monthly Magazine April 2001 Issue - final invoice			The Committee of States Constitution and a
THE THE STATE OF T	HOP27047	03/26/01	5,331
Art & Soul Save the Date Cards	HOP27043.2	03/26/01	914
Save the Date Card	HOP27063	05/17/01	1,732
Art & Soul Master Mailing List	HOP27081	06/29/01	2,000
Art & Soul Stationary Materials	HOP27062	06/29/01	3,681
Art & Soul Event Consulting (through May)	HOP27047-48	06/29/01	7,040
Art & Soul VIP Invitations and Drawing Card	HOP27102	08/13/01	2,598
Art & Soul Pocket Folders for Media Kits	HOP27099	08/13/01	589
Art & Soul Letterhead Revisions/Reprinting	HOP27097	08/13/01	1,387
Frisco Style Focus on the Arts Art & Soul Event Materials Redesign and	HOP27095	08/13/01	6,353
Printing	HOP27088.1	08/13/01	13,253
Art & Soul Event Program	HOP27104	09/19/01	8,201
Art & Soul Marketing Signage	HOP27101	09/19/01	1,840
Art & Soul Boards and Marketing Signage TSG Marketing Photography, Video Footage;	HOP27092	09/19/01	8,627
News Conference Video Art & Soul Event Planning and Media	HOP27085.2	09/19/01	6,075
Consulting	HOP27085	09/19/01	18,455
Hall Office Park August 2001 Consulting	HOP127008	10/31/01	4,630
Art Tour Flyer	HOP27105	11/19/01	9,815
Hall Office Park September 2001 Consulting	HOP127009	11/19/01	11,867
Hall Office Park October 2001 Consulting	HOP127010	11/26/01	11,409
Hall Office Park December 2001 Consulting	HOP127012	01/04/02	4,738

BOYER GROUP, INC. PULLED FROM INVOICE ARCHIVES TEXAS SCULPTURE GARDEN PROMOTIONS

JOB NAME произ теспера, на выполнения принагаться принагательного в если очение по произволяется на настройный в настрой	JOB NUMBER	INVOICE DATE	AMOUNT
Texas Sculpture Garden Web Site	HOP27129	01/14/02	2,165
Hall Office Park November 2001 Consulting	HOP127011	01/14/02	7,885
Dances on the Prairie TSG Documentary (ProBono)	HOP27141	01/31/02	C
Art & Soul Photography Reprint Order	HOP27133	01/31/02	340
Hall Office Park January 2002 Consulting Texas Sculpture Garden One-Page Flyer	HOP227001	02/21/02	8,770
Revisions/Reprints	HOP27161	05/13/02	1,349
Hall Office Park February 2002 Consulting	HOP227002	05/15/02	9,571
Hall Office Park March 2002 Consulting Hall Office Park April and May 2002	HOP227003	05/15/02	8,894
Consulting Hall Office Park June and July 2002	HOP227004-5	06/10/02	11,571
Consulting	HOP227006-7.	08/19/02	9,947
Plano Morning News Article (re Art) Reprints	HOP227008	08/21/02	4,114
risco Style Arts Feature	HOP27187	08/30/02	2,040
Hall Office Park August 2002 Consulting Hall Office Park September and October	HOP227008.2	08/30/02	12,710
2002 Consulting	HOP227010	12/05/02	13,690
Hall Office Park November 2002 Consulting Metta Productions Media and Public	HOP227011	12/19/02	3,571
Relations Services	HOP27162	12/19/02	469
lall Office Park December 2002 Consulting	HOP227012	02/12/03	8,700
lall Office Park January 2003 Consulting	HOP327001	03/31/03	8,154
lall Office Park February 2003 Consulting nside Collin County Business April 16, 2003	HOP327002	04/15/03	6,347
Happy People Work Harder" Ad nside Collin County Business May 28, 2003	HOP27220	04/30/03	3,854
Happy People Work Harder" Ad	HOP27233	06/20/03	2,879
all Office Park April 2003 Consulting all Office Park May and June 2003	HOP327004	06/27/03	9,282
onsulting	HOP327005-6	08/11/03	16,830

BOYER GROUP, INC. PULLED FROM INVOICE ARCHIVES TEXAS SCULPTURE GARDEN PROMOTIONS

	The transfer of the same and th	Property of control of Wilderborn, and progress of progress of approximation of the control of t	the or appropriate recommendation of the con-
JOB NAME ACTOR DE CAUTO DE LA CONTROL DE CO	JOB NUMBER	INVOICE DATE	AMOUNT
Art Tour Flyer Texas Sculpture Garden International	HOP27255	10/15/03	2,746
Hall Office Park August 2003 Consulting	HOP327008	10/23/03	6,001
Hall Office Park September 2003 Consulting	HOP323009	10/23/03	8,634
Hall Office Park October 2003 Consulting	HOP327010	11/28/03	6,777
Hall Office Park December 2003 Consulting	HOP327012	02/26/04	8,677
Hall Office Park January 2004 Consulting	HOP427001	04/12/04	7,622
Hall Office Park March 2004 Consulting	HOP427003	04/22/04	7,381
Art Tour Flyer	HOP27290	06/25/04	2,761
Hall Office Park April 2004 Consulting	HOP427004	07/26/04	9,037
Hall Office Park May 2004 Consulting	HOP427005	07/26/04	7,685
Hall Office Park June 2004 Consulting	HOP427006	07/26/04	8,003
Frisco Style Magazine Arts & Culture Feature	HOP27295	10/20/04	3,849
Hall Office Park August 2004 Consulting	HOP427008	10/20/04	6,666
Hall Office Park September 2004 Consulting	HOP427009	10/20/04	9,096
Art Tour Flyer Reprints Collection Advertisement for "Art News"	HOP27353	06/08/05	2,210
Magazine Frisco Style Magazine September 2005 Arts	HOP27325	06/08/05	463
& Culture Issue Inside Collin County Business Business of	HOP27367	10/17/05	4,024
Art July 2006 Issue Inside Collin County Business Advertisement	HOP27417	06/09/06	5,506
September 13, 2006 Issue	HOP27418	09/22/06	3,341
Hall Office Park February 2007 Consulting Frisco Special Section Advertisement May	HOP727002	02/26/07	8,086
2007 Issue Inside Collin County Business Advertisement	HOP27461	04/30/07	7,283
March 2007 Issue	HOP27457	04/30/07	5,931
Hall Office Park April 2007 Consulting	HOP727004	04/30/07	9,374

BOYER GROUP, INC. PULLED FROM INVOICE ARCHIVES TEXAS SCULPTURE GARDEN PROMOTIONS

JOB NAME ———————————————————————————————————	JOB NUMBER	INVOICE DATE	AMOUNT
Hall Office Park March 2007 Consulting	HOP727003	04/30/07	9,633
Art Tour Flyers Marketing Brochures, Tabs and Inserts	HOP27466	07/09/07	3,681
Partial Billing	HOP27458,1	07/09/07	16,638
Professional Photo Shoots Interior/Exterior	HOP27476	07/09/07	16,779
Hall Office Park May 2007 Consulting	HOP727005	07/09/07	9,096
Hall Office Park June 2007 Consulting	HOP727006	07/09/07	9,291
Hall Office Park July 2007 Consulting	HOP727007	09/13/07	9,829
Hall Office Park August 2007 Consulting Marketing Brochures, Tabs and Inserts Final	HOP727008	09/13/07	9,246
Invoice	HOP27458.2	10/25/07	34,746
October 2007 Consulting	HOP727010	11/30/07	7,742
Art Tour Maps	HOP27511	08/29/08	15,633
Hall Office Park August 2008 Consulting	HOP827008	08/29/08	11,099
Hall Office Park October 2008 Consulting	HOP827010	10/31/08	9,339
Hall Office Park November 2008 Consulting	HOP827011	11/28/08	11,199
Hall Office Park December 2008 Consulting	HOP827012	12/22/08	9,249
Hall Office Park February 2009 Consulting	HOP827002	02/27/09	8,704
Hall Office Park March 2009 Consulting	HOP927003	03/30/09	8,708
Hall Financial Group March 2009 Consulting	CKH923003	03/31/09	1,909
Hall Office Park April 2009 Consulting	HOP927004	04/30/09	9,249
Hall Financial Group June 2009 Consulting	CKH923006	06/30/09	2,364
Hall Office Park June 2009 Consulting	HOP927006	06/30/09	8,669
New Photography Partial Billing	HOP27580	06/30/09	2,706
Hall Office Park July 2009 Consulting	HOP927007	07/31/09	8,739

BOYER GROUP, INC. TEXAS SCULPTURE GARDEN PROMOTIONS

JOB NAME	JOB NUMBER	INVOICE DATE	AMOUNT
Hall Office Park August 2009 Consulting	HOP927008	08/31/09	8,754
Hall Office Park September 2009 Consulting	HOP927009	09/30/09	8,729
Frisco Arts Festival Display Booth and Tabletop Display	HOP27587	10/30/09	2,923
Hall Office Park October 2009 Consulting	HOP927010	10/30/09	8,679
Hall Office Park November 2009 Consulting	HOP927011	11/30/09	8,669
New Photography	HOP27579-4	12/14/09	1,624
Hall Office Park January 2010 Consulting	HOP1027001	01/29/10	8,714
Hall Office Park April 2010 Consulting	HOP1027004	05/06/10	8,799
Photography on CD #8	CKH23151	05/06/10	1,299
Hall Office Park May 2010 Consulting	HOP1027005	05/31/10	8,892
Art Tour Flyer PDF	HOP27613	06/18/10	1,083
Marketing Brochure	HOP27604	07/13/10	23,919
Hall Office Park June 2010 Consulting	HOP1027006	07/22/10	8,809
Hall Office Park July 2010 Consulting	HOP1027007	08/17/10	8,709
Hall Office Park August 2010 Consulting	HOP127008.1	09/30/10	8,639
Photography on CD #9	CKH23161	09/30/10	1,299
Lobby Kiosks Website Updates and Maintenance May -	HOP27627	09/30/10	7,893
August 2010	HOP27621.2	09/30/10	2,063
Dallas City Art Calendar	CKH1023010.	1 11/10/10	1,765
Hall Office Park January 2011 Consulting	HOP1127001	02/01/11	8,661
Hall Office Park February 2011 Consulting	HOP1127002	03/08/11	9,881
Hall Office Park March 2011 Consulting	HOP127003	04/11/11	8,699
Hall Office Park May 2011 Consulting	HOP1127005	06/16/11	8,935

BOYER GROUP, INC. TEXAS SCULPTURE GARDEN PROMOTIONS

PULLED FROM INVOICE ARCHIVES

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JOB	NAME	JOB NUMBER	INVOICE DATE	AMOUNT



INVOICE		
DATE	NUMBER	
02/09/'01	01.2017	

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

HOP.27043

	 110	71.27013
DESCRIPTION	АМО	JNT
HALL OFFICE PARK CELEBRATION		
ART AND SOUL IN THE WORKPLACE		
Concept, design, comprehensive layout options, copy development and editing as needed for the following materials to be printed for Hall Office Park celebration event: Letterhead, second sheet letterhead, envelope, thank you card, event invitation, reply card, parking pass, VIP invitation, and		
event program.		
Creative/design fee only per budget submitted; printing and print supervision		10.000.000
to be invoiced separately.		10,000.00T
Sales tax		825.00
	P / # /	2 I D 22.11 D
	TOTAL	\$10,825.00



DATE	NUMBER
02/19/'01	01.2018

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisgo, Texas 75034

JOB NUMBER

	 НО	P.27049A
DESCRIPTION	АМОС	NT
HALL OFFICE PARK TEXAS MONTHLY ADVERTISEMENT APRIL 2001 ISSUE: TEXAS CULTURE		
Media reimbursement for full-page, four-color advertisement in Texas Culture special issue of Texas Monthly publication.		10,990.00
Ad creation and design to be invoiced separately:		
Zip Disk Delivery/Courier Charges		20.00
Denvery/Courier Charges		10.00
Sales tax		0.00
		A D D 1/2/01 D 1/3
	TOTAL	\$11,020.00



DATE	NUMBER
03/26/'01	01.3102

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	JOB NUMBER
	HOP.27047
DESCRIPTION	AMOUNT
HALL OFFICE PARK TEXAS MONTHLY MAGAZINE APRIL 2001 ISSUE: TEXAS CULTURE Additional media reimbursement for bleed advertisement; not included on on original invoice. Concept creative, copy, design, comprehensive layout options for Hall Office Park culture-specific advertisement for special Texas Monthly publication; coordinate all approvals, revisions; purchase/confirm media; provide artwork, film, materials and insertion instructions to publication; overall project management. Delivery/courier charges Sales tax	1,500.00 3,500.00T 42.00 288.75
D D	TOTAL \$5,330.75



DATE	NUMBER
03/26/'01	01.3023

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

	HOF	2.27043.2
DESCRIPTION	АМО	UNT
HALL OFFICE PARK ART AND SOUL IN THE WORK PLACE CELEBRATION SAVE THE DATE CARDS		The second secon
Printing and print supervision for 8,000 qty. Save the Date cards printed 1/1 on 80# cover-weight card stock per approved budget.		T 00 .008
Delivery/courier charges		48.00
Sales tax		66.00
	P 4 15	5 5
	TOTAL	\$914.00

(

INVOICE

DATE

NUMBER

5/17/2001

01.5028

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway. Suite 100 Frisco, Texas 75034

JOB NUMBER

AMOUNT

HOP27063

DESCRIPTION

HALL OFFICE PARK SAVE THE DATE CARD REDESIGN AND REPRINTING

Revise artwork for Save the Date card including adding new copy line and changing the date; printing and print supervision for 6000 qty, cards printed one color both sides.

EXPENSES associated with project Delivery / courier charges Sales tax

1.600.00T

132.00

PALD #513V

TOTAL

\$1.732.00

DATE

NUMBER

6/29/2001

01.6013

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway. Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP27081

AMOUNT

DESCRIPTION

HALL OFFICE PARK ART AND SOUL IN THE WORKPLACE EVENT MASTER MAILING LIST

Partial billing for services related to Hall Office Park master mailing list. Includes time spent through May 2001. Sales tax

2,000.00



TOTAL

\$2.000.00

(9)

INVOICE

DATE

NUMBER

6/29/2001

01.6014

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway. Suite 100 Frisco. Texas 75034

JOB NUMBER

HOP27062

DESCRIPTION

AMQUNT

HALL OFFICE PARK ART AND SOUL IN THE WORKPLACE STATIONARY MATERIALS

Design modifications, printing and print supervision for 2000 qty, letterhead, 2000 qty, second sheets, 2000 qty, #10 envelopes, and 6000 qty, #10 envelopes for invitations.

Sales tax

3,400.00T 280.50



TOTAL

\$3.680.50



DATE

NUMBER

6/29/2001

01.6012

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway. Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP27047-48

DESCRIPTION

AMOUNT

HALL OFFICE PARK
ART AND SOUL IN THE WORKPLACE
EVENT CONSULTING AND MEDIA PLANNING THRU MAY 2001

Includes consulting activities, meetings, media materials and media relations services related specifically to the Hall Office Park event Outline of activities to follow under separate cover.

7.000.00

Expenses related to project Mileage/tolls/parking Postage Sales tax

15.00 25.00 0.00



TOTAL

\$7,040.00

P. 1

DATE

NUMBER

8/13/2001

01.8030

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.27102

AMOUNT

DESCRIPTION

HALL OFFICE PARK
ART AND SOUL IN THE WORKPLACE
REVISIONS/REPRINTING VIP INVITATIONS AND
RABBIT DRAWING CARD

Revise artwork per client request for VIP/Media invitations and Rabbit drawing card; provide new instructions to printer and pordinate project. Includes printing and print supervision for ..000 qty. VIP/Media invitations and 2,000 qty. Rabbit cards.

EXPENSES associated with project:

Sales tax

198.00

2,400.00T

PAID # 537

OTAL

\$2,598.00

P R

DATE

NUMBER

8/13/2001

01.8028

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.27099

ÄMOUNT

DESCRIPTION

HALL OFFICE PARK ART AND SOUL IN THE WORKPLACE MEDIA EVENT POCKET FOLDERS FOR MEDIA KITS

Research and select off-the-shelf pocket folders for use with designed logo stickers; purchase 250 qty. for media kits for distribution at event and following event.

_XPENSES associated with project: Shipping/delivery

Sales tax

500.00T

48.00

.

41.25



TOTAL

P R

\$589.25

10670 NORTH CENTRAL EXPRESSWAY SUITE 120 DALLAS, TEXAS 75231 PHONE 214,363,3611 FAX 214,363,8882

NUMBER 8/13/2001 01.8020

TO THE ATTENTION OF

the state of the s

And the second of the second o Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway. Suite 100 Frisco, Texas 75034

JOB NUMBER

HALL OFFICE PARK ART AND SOUL IN THE WORKPLACE LETTERHEAD REVISION/REPRINTING LETTERHEAD FOR MEDIA MATERIALS (W/NO COMMITTEE)

DESCRIPTION

Revise Art and Soul Letterhead to correct committee members nd advisory board; revise to remove side bar for use with media aterials and other event communications (when faxing, etc.)

Printing and print supervision for 2,000 qty. each version letterhead.

Gather old letterhead and provide to printer for trimming and turning into note pads for use as needed. (NO CHARGE)

EXPENSES associated with project: Deliveries/courier charges

Sales tax

AMOUNT

350.00T

900.00T

0.00T

34.00

103.13

P R =

\$1,387.13

10676 NORTH CENTRAL EXPRESSWAY SUITE 126 DALLAS, TEXAS 75231 PHONE 214.363,3611 FAX 214.363,8882

DATE NUMBER 8/13/2001 01.8027

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

****** HOP.27095

AMOUNT

DESCRIPTION

HALL OFFICE PARK FRISCO STYLE MAGAZINE FOCUS ON THE ARTS OCTOBER/NOVEMBER 2001 ISSUE

Media reimbursement for full-page, four-color advertisement in special arts feature, Frisco Style Magazine.

sevise advertisement to focus on artwork including new photography; new concept, design options. copy; purchase media, provide artwork and insertion instructions to publication.

EXPENSES associated with project:

Sales tax

3,647.15

2,500.00T

206.25

TOTAL

\$6,353.40



DATE

NUMBER

8/13/2001

01.8012

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway. Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.27088.1

DESCRIPTION

AMOUNT

HALL OFFICE PARK ART AND SOUL IN THE WORKPLACE EVENT MATERIALS REDESIGN AND PRINTING

Design, layout and copy revisions due to event date change and additional client input; includes complete requote of all materials based on new quantities and design modifications.

, rinting and print supervision per approved budget:

6,000 qty. Invitations 6,000 qty. Reply Cards 6,000 qty. Entrance Passes

10,000 qty. Logo Stickers 500 qty. VIP/Media Invitations (w/die cut)

1,500 qty. Rabbit Drawing Cards

EXPENSES associated with project:

Deliveries/courier charges

Mileage/tolls/parking

NOTE: Revisions/reprinting of VIP/Media Invitations, HOP Rabbit Drawing Card and Letterhead to be invoiced separately.

Sales tax

1,002.38

5,500.00T:

2,500.00T

T00.008

T00.008

750.00T 800.00T

> 85.00 15.50

T00.000,1



TOTAL

P R

\$13,252.88

DATE

NUMBER

9/19/2001

01.9012

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.27104

Discourse	<u> </u>
	AMOUNT
HALL OFFICE PARK ART AND SOUL IN THE WORKPLACE EVENT PROGRAM Design, concept, comprehensive layout, copy development for revised and refined informational program for Art and Soul celebration and image-awareness event. Includes printing and print supervision for 3,000 qty. programs printed 4, scored and tri-folded. EXPENSES associated with project: Delivery/courier charges Mileage/tolls/parking Zip disks Sales tax	7,500.00T 42.00 16.50 24.00 618.75
	P. A. I. D.
	# 5400

TOTAL

\$8,201.25

DATE

NUMBER

9/19/2001

01.9017

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.27101

	HOP.27101
DESCRIPTION	AMOUNT
HALL OFFICE PARK ART AND SOUL IN THE WORKPLACE EVENT-SPECIFIC MARKETING SIGNAGE AND ELATED SERVICES	
esign, production and printing for event-specific signage needed for use during Art and Soul in the Workplace event cluding all table informational signs; rabbit drawing signs; media formation signs and log-in sheets; media, artists, and HFG uployee nametags.	
les tax	1,700.00
avs tax	140.25
	PAZED #5402
100 (100 de) 11 de julio - 100 (100 de)	TOTAL

P R

\$1,840.25

DATE

NUMBER

9/19/2001

01.9010

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President
Hall Financial Group, Ltd.
6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.27092

DESCRIPTION	AMOUNT
HALL OFFICE PARK	
DEVELOPMENT MARKETING SIGNAGE	
Concept, design, comprehensive layout options for Hall Office Park development	
signage for use in marketing efforts. Includes the following design and completed concepts:	
Master plan illustration including building renderings	
Texas Sculpture Garden detailed map Hall Office Park area map and site plan	
Amenues board design and layout	
Hall Group affiliated companies information board	
Building specific identity/directional signage	
Includes the production of two photographic quality, 3' x 4' big-color outputs of	
Illustrated Master Plan, mounted and laminated on 3/16" black foam board	7,000,000
NOTE: These marketing expenses are for services and products that can and will be used in development marketing second of	7,800.00T
be used in development marketing separate from Art and Soul in the Workplace event.	·
EXPENSES associated with project:	
Shipping/delivery/courier charges	
Zip disks Mileage/tolls/parking	85.00
	24.00 74.50
Sales tax	7 1.30
omes tax	643.50
	MAIR
	69/20
V 3 (2)	# 5405
	TOTAL

\$8,627.00

DATE NUMBER
9/19/2001 01.9016

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.27085.2

DESCRIPTION	AMOUNT
HALL OFFICE PARK OVERALL DEVELOPMENT MARKETING SUPPORT MATERIALS AND SERVICES	
Photography Two photographers on-site capturing artists, artwork and building photography for use in marketing Hall Office Park. Film (17 rolls), processing, contact sheets and proof prints *Includes complete buy-out of negatives and usage rights.	1,500.00T 1,050.00T
Development and artwork video footage VHS and Beta tape dupes (60 VHS/15 Beta) for media education/distribution; includes identity, content and copyright labeling	
copyright labeling	1,400.00T
Floppy disks containing HOP logos/artwork for media use	500.00
Videography; news conference footage for use as needed in development marketing initiatives; includes all equipment rentals required and four VHS dupes (Beta dupes/footage to be ordered as needed/requested by media.)	1,200.00T
Sales tax	424.88
	P. A. D. P. S. 403

TOTAL

\$6,074.88

P R

DATE NUMBER 9/19/2001 01.9011

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.27085

DESCRIPTION	AMOUNT
HALL OFFICE PARK	
ART AND SOUL IN THE WORKPLACE	
EVENT PLANNING AND MEDIA CONSULTING	
For event planning and consulting services performed from	
June 1 through September 6, 2001 per approved budget.	
Ongoing media follow-up will be included with general	18,000.00
aarketing consulting services and invoiced separately.	
EXPENSES associated with billing period:	
Delivery/courier charges	250.00
Mileage/tolls/parking	120.00
Office supplies	85.00
Sales tax	0.00
	Beauty A Pr
	01/13
	# 5401

TOTAL

\$18,455.00

DATE NUMBER 10/31/2001 01.9002

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.127008

DESCRIPTION	AMOUNT
	!
HALL OFFICE PARK	
MARKETING AND PUBLIC RELATIONS CONSULTING	
FOR THE MONTH OF AUGUST, 2001	
FOR THE MONTH OF AUGUST, 2001	
Marketing and public relations fee for services performed during August 2001	
for Hall Office Park not invoiced with other specific projects. Outline of	
octivities and results attached.	4,000.00
EXPENSES incurred during August 2001 not invoiced with other projects:	
Delivery/courier charges: Fedex to Brijetta Hall; Deliveries to Blocher, Depker,	
Meadows, Haire	87.50
Mileage/tolls/parking	42.00
Postage: Media and VIP invitations	350.00
Fee for background check on security personnel under consideration per request	150.00
Tee for background check on security personner under consideration per request	130.00
Sales tax	2.22
Sales tax	0.00
·	
	MAIN
	LI LOPETILIA

\$4,629.50

TOTAL
\$4,6

10670 NORTH CENTRAL EXPRESSWAY SUITE 120 DALLAS, TEXAS 75231 PHONE 214.363.3611 FAX 214.363.8882

DATE 11/19/2001

NUMBER 01.11006

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

27105,111,115

DESCRIPTION	AMOUNT
HALL OFFICE PARK	
BUILDING TRI-FOLD	
VERTICAL FLYER	
ART TOUR FLYER	
ARTIOURIETER	
Design, layout, copy writing, production, printing, print supervision and	
all related project management for 3,000 qty. each piece printed 4/4	
vith price discount.	
van price discount.	9,000.00T
EVDENGES	
EXPENSES associated with project:	
Delivery/courier charges	48.00
Mileage/tolls/parking for multiple press checks	24.00
Sales tax	742.50
	BAIR
	0 10002 160

TOTAL

\$9,814.50



DATE NUMBER
11/19/2001 01.11004

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.127009

DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF SEPTEMBER, 2001	
Marketing and public relations fee for services performed during September, 2001 not invoiced with other specific projects. Outline of activities and results attached.	0.000.00
interior and results affective projects. Online of activities and results affaction.	8,000.00
_XPENSES associated with billing period:	
Federal Express deliveries: Media materials to CPN for Dallas 11/16/01	
overview; Media kit to Grid Magazine freelance writer in Houston	
for upcoming Texas special section; Media kit to Southwest Spirit	
Magazine editor; Receipt of lanyards for HOP event	120.00
Couriers: Artwork to Frisco Style Magazine; Beta tape to Video Group for	
duplication; Letterhead from HOP for additional media kits; Texas	
Sculpture Garden map and logos to Frisco Style Magazine; Media kits to	
Business Week, KDWD, KDAF, KXAS, KTVT, KUVN, KDFW, WFAA; photography contact sheets and proof prints to and from photographer;	
Frisco Enterprise coverage from publication	200.00
Broadcast Fax charges: Four separate broadcast distributions to media	390.00
day of event to encourage attendance; release distribution day after	380.00
Supplies: Laser paper for media kits; mailing labels; mounting adhesive	380.00
for event signage; mailing envelopes for media kit distribution; CD's	
for media kit contents and photography; floppy disks, disk holders	695.00
and disk labels; video labels for customization of VHS tapes;	
name badge labels and holders	695.00
Video dupes: Duplication charges for Texas Sculpture Garden footage	
as received from Brijetta Hall; Dupe of Channel 8 event coverage	340.00
Photography reprints: Craig and Kathryn Hall photo reprints and Hall	
Office Park building photo reprints for inclusion with media kits Mileage/tolls/parking	(D) 鱼山() 795.00
Clip service (pro-rate share + overages)	240.00
Long distance telephone and facsimile charges	70.00
6t and supplimite all the Pap	48.00
Sales tax	0.00
	TOTAL

TOTAL

\$11,773.00

IN VOICE

DATE NUMBER

11/26/2001

01.11020

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.127010

DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF OCTOBER, 2001	
Marketing and public relations fee for services performed during October, 2001 not invoiced with other specific projects. Outline of activities and results attached.	10,000.00
EXPENSES incurred during billing period: Federal Express charges: Media kit and coverage received to Brijetta Hall for possible use with promotional video; Pitch materials to CPN for December 16, 2001 Dallas Overview; Event and artist photography to Fort Worth Business Press Courier charges: Event photos to HOP; HOP Lunch and Learn and Event Center information to Allen American for possible article; Broker mailing labels and	75.00
disk with logos to HOP; HOP marketing flyers to HOP for IDRC/NACORE bus tour participants (rush) Mileage/tolls/parking reimbursements Purchase copy of Throckmorton Tribune for event coverage received Event photography reprints and scans to CD for use with media distribution Monthly clip service and overage Long distance telephone and facsimile charges Supplies: Event history binders, tabs, paper Postage for media kit distribution post-event Sales tax	200.00 48.00 5.00 472.05 75.00 40.00 80.00 375.00
	PAID

TOTAL

\$11,370.05



DATE	NUMBER
1/14/2002	02.10009

TO THE ATTENTION OF

Ms. Patricia Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER
HOP.127012

DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF DECEMBER, 2001	
Marketing and public relations fee for services performed during December, 2001 not invoiced with other specific projects. Outline of activities and results attached.	4,500.00
EXPENSES associated with billing period: Federal express charges: Media materials and photography to Sculpture Magazine Mileage/tolls/parking Photography reprints: Kym Nishimura for distribution with announcement release Dow Jones Interactive clip search fees for event and development coverage Monthly clip service Long distance telephone and facsimile charges	35.00 52.50 65.00 20.00 40.00 25.00
1 I !	C14 840

P R

TOTAL

\$4,737.50

DATE	NUMBER
1/14/2002	02.10015

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER
HOP.27129

	1107.27129
DESCRIPTION	AMOUNT
HALL OFFICE PARK TEXAS SCULPTURE GARDEN WEB SITE	
Artwork and design elements transmitted to Skywire Technologies for use as needed with web site development for Texas Sculpture Garden; includes photoshop detailing and cut-outs of specific art pieces.	2,000.00
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	•
	PAID
	CIC# 5614

TOTAL

\$2,000.00



DATE	NUMBER
1/31/2002	02.10031 ~
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TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.27141

DESCRIPTION	AMOUN	Т
DANCES ON THE PRAIRIE TEXAS SCULPTURE GARDEN DOCUMENTARY PRIVATE SCREENING AT HALL OFFICE PARK CONFERENCE CENTER ARTIST NAMETAGS		
Design and layout nametags utilizing type treatment/font on screening invitations; 1 screen-backed artwork to background and Texas Sculpture Garden at bottom;port artist names from list received from producer; proof all; select color; print, time and insert into nametag sleeves, attach to lanyards and deliver. NO CHARGE and THANK YOU for allowing us to be part of this event! Sales Tax		0.00T 0.00
Pare	TOTAL	\$0.00

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DATE	NUMBER
1/31/2002	02.10030 🗸

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER
HOP.27133

DESCRIPTION	AMOUNT
HALL OFFICE PARK ART AND SOUL IN THE WORKPLACE	
PHOTOGRAPHY REPRINT ORDER	
Order selected reprints of photography taken at Art and Soul in the Workplace	
event at Hall Office Park for use on web site and as needed/requested by client. 5 total reprints; various quantities of 66 different shots as quoted.	275.00T
EXPENSES associated with project:	42.00
Delivery/courier charges	
Sales Tax	22.69
	100
	•
	<u></u>
	PAID
	# 5632
	TOTAL

TOTAL

\$339.69

DATE	NUMBER
5/13/2002	02.50013

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	J	OB NUMBER
		HOP.27161
DESCRIPTION	4.16	OUNT
HALL OFFICE PARK TEXAS SCULPTURE GARDEN ONE-PAGE TOUR FLYER REVISIONS/REPRINTS Revise existing Texas Sculpture Garden art tour flyers for use with Metta Productions/Dances on the Prairie media kits and at Dallas Video Festival; revise to include new Texas Sculpture Garden site information; coordinate approvals; handle printing and at supervision for 1,000 qty. flyers. EXPENSES associated with project: Delivery/courier charges: Artwork to printer Zip disk Sales tax	P SS COLOR	1,200.00° 30.00 20.00 99.00
	TOTAL	

\$1,349.00



DATE	NUMBER
6/10/2002	02.60003

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Purkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

HOP.227004-5

	1107.2270043
DESCRIPTION	THUOMA
HALL OFFICE PARK	
MARKETING AND PUBLIC RELATIONS CONSULTING	
FOR THE MONTHS OF APRIL AND MAY, 2002	
Marketing and public relations fee for services performed during	
April and May, 2002 not invoiced with other specific projects.	
Outline of activities and results attached to this invoice.	10,250,00
_XPENSES incurred during billing period:	
Delivery/courier charges: Printed materials to HOP; Photography	
to Steve Quinn for Frisco History Book; TSG media materials and	
photography to Where Dallas Magazine; Newsletter comps to HOP;	
Plano Morning News reprints to HOP; Ad artwork to HOP; Promo	
Video to dub house/round trip; Media materials and photography	
to Journal of Property Management; 6801 Gaylord photography to	
IREM and Plano Star Courier; TSG artwork to Color Place for scans.	495.00
Mileage/tolls/parking	80.00
Long distance telephone and facsimile charges	38.00
Photography: Additional reprints for Frisco History book; reprints of	56.00
6801 Gaylord for new lease announcements.	95.001
Dow Jones reserch for Frisco Centennial article as seen in	
Dallas Morning News.	7.50
Supplies: Binders and tabs for publicity notebooks.	35.00
Edit Hall Office Park promotional video as used at Heavy Hitters	
event including tenant testimonials; delete all typography and	
loop continuously for up to two hours; make three VHS copies from Beta master.	
PR Newswire charges for broadcast faxing TSG web site launch	300.00T
news release and media alert.	
Monthly clipping service (pro-rata share)	593 115800
, I I I I I I I I I I I I I I I I I I I	71,9/152
Sales tax	1/10/167
	1 32.39
	TOTAL
emperatula a	\$11.571.00

\$11,571.09

DATE	NUMBER
8/21/2002	02.80033

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

227008+ DESCRIPTION AMOUNT HALL OFFICE PARK PLANO MORNING NEWS ARTICLE REPRINTS Fee for services performed relative to obtaining usage rights and 3,000 qty. reprints of article by Curtis Howell on Hall Office Park and the Texas Sculpture Garden as seen in the Plano Morning News. 3,800.00T ∍s tax 313.50

TOTAL

\$4,113.50

DATE	NUMBER
8/30/2002	02.80045

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER

227008 2

	227008.2
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF AUGUST 2002 Marketing and public relations fee for services performed during August 2002 not invoiced with other specific projects. Outline of activities and results attached. L. ANSES incurred during billing period: Mileage/parking/tolls. Long distance telephone and facsimile charges (includes multiple conference calls via cell phone from NC and WashingtonDC). Texas Highways August 2002 Issues. Supplies: Binders and tabs for publicity notebooks. Monthly clip service (pro-rata share). Postage. Color copies of publicity coverage for notebooks. Supplies: Labels and envelopes for news releases and media kit distribution. Broadcast fax charges for release distribution. Delivery/courier charges: Media materials to NREI; Photography to Dallas Business Journal and D Magazine for use with stories; Slides and photo proofs to HOP.	12,000.00 25.00 200.00 20.00 100.00 40.00 85.00 129.00 0.00
	9/2/02
P. R.	1371A1.

\$12,710.00

10670 NORTH CENTRAL EXPRESSWAY SUITE 120 DALLAS, TEXAS 75231 T 214.363.3611 F 214.363.8882 www.boyergroup.com



DATE	NUMBER
8/30/2002	02.80044

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

JOB NUMBER
27187

DESCRIPTION	AMOUNT
HALL OFFICE PARK FRISCO STYLE EDITORIAL OCTOBER/NOVEMBER 2002 ARTS FEATURE	
Obtain editorial opportunity from publication; prepare two separate direction drafts; discuss/review with client and rewrite to combine portions of both arts-focused 's; provide submittal documentation along with new Texas Sculpture Garden other artwork photography to publication; prepare original copies for client publicity notebook and internal records.	2,000.00
EXPENSES associated with project: Delivery/courier charges: Photography and submission to publication. CD	20.00 20.00
Sales tax	0.00
	PAID 10/2102
	TOTAL \$2,040.00

10670 NORTH CENTRAL EXPRESSWAY SUITE 120 DALLAS, TEXAS 75231 T 214.363.3611 F 214.363.8882 www.boyergroup.com

 DATE	NUMBER
2/12/2003	03.10008

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

HOP.227012

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DESCRIPTION	TAUOMA
HALL: OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF DECEMBER 2002	
Marketing and public relations fee for services performed during December 2002 on invoiced with other specific projects. Outline of activities and results attached.	8,375.00
XPENSES incurred during billing period: Delivery/courier charges: FedEx media materials and photography to WSJ (x2), Southwest Airlines Spirit Magazine; upplies, tabs and binders for 2003 Publicity notebooks fonthly clip service (pro-rata share) ong distance telephone and facsimile charges color copies of coverage for publicity binders fileage/parking/tolls	90.00 75.00 40.00 40.00 35.00 45.00
les tax	0.00
	PAID

TOTAL

\$8,700.00

DATE.	NUMBER
6/27/2003	03.50003

TO THE ATTENTION OF

Ms. Patricia B. Meadows
Senior Vice President
Hall Financial Group, Ltd.
6801 Gaylord Parkway, Suite 100
Frisco, Texas 75034

	JOB NUMBER
	HOP.327004
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF APRIL 2003	
Fee for marketing and public relations consulting services provided during the month of April 2003 not invoiced with other specific projects. Outline activities and results attached.	8,200.00T
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share) Long distance telephone and facsimile charges; including	40.00
operator assisted conference call. Supplies and color copies for publicity binders	75.00 10.00
Drink tickets provided to Hall Office Park guests during Best Real Estate Deals event.	200.00
Delivery/courier charges: Ad materials to Frisco Family Services; Media materials to Southwest Spirit.	80.00
Sales tax	- 676.50
	PAROSD
	TOTAL \$9,281.50

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DATE	NUMBER
10/23/2003	03.100013

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	JOB NUMBER
	HOP.327008
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF AUGUST 2003	
Fee for marketing and public relations consulting services provided during the month of August 2003 not invoiced with other specific projects. Outline of activities and sults attached.	5,800.00
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share) Long distance telephone and facsimile charges Online coverage research Supplies and color copies for publicity binders Postage Photography reprints: New building lobby shot dupes Mileage/Tolls/Parking	40.00 10.00 15.00 25.00 10.00 75.00T 20.00
Sales tax	6.19
	PALD
	TOTAL \$6,001.19

BOYENR GROUP

INVOICE

DATE	NUMBER
11/28/2003	03.110003

TO THE ATTENTION OF

	JOB NUMBER
	HOP.327010
DESCRIPTION	AMOUNT
IALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF OCTOBER 2003	
tee for marketing and public relations consulting services provided during the month of october 2003 not invoiced with other specific projects. Outline of activities and has a large relationships of the consulting services provided during the month of october 2003 not invoiced with other specific projects. Outline of activities and	
	6,592.50
XPENSES incurred during billing period: fonthly press clipping service (pro-rata share) ong distance telephone and facsimile charges upplies and color copies for publicity binders elivery/courier charges: Media materials to Dallas Business Journal; Return Hall Office Park research from S. Stephenson; Photographs from lab fileage/Tolls/Parking —	45.00T 15.00 30.00 45.00 2.50
hoto reprints: MJ Haire	40.007
ales tax	7.01
	A I IS
	P1-5-04-U
	TOTAL \$6,777.01

DATE	NUMBER
2/26/2004	04.10005

TO THE ATTENTION OF

	JOB NU	JMBER
·	НОР.3	327012
DESCRIPTION	AMO	UNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF DECEMBER 2003 Fee for marketing and public relations consulting services provided during the month of December 2003 not invoiced with other specific projects. Outline of activities and Its attached.		
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share) Long distance telephone and facsimile charges Supplies and color copies for publicity binders Mileage/Tolls/Parking Online clip research for "Livable City Public Art in Frisco Makes a Difference" and "The Shape of Things to Come in Frisco" Broadcast fax charges for Surls Art Installation Media Alert Cameraman on-site to film art installation Sales tax		7,400.00 45.00T 5.00 40.00 5.00 11.00 85.00 1,000.00T
Pald 3504D		
	TOTAL	\$8,677.21

BOYER GROUP

INVOICE

DATE	NUMBER
4/12/2004	04.40008

TO THE ATTENTION OF

	JOB NUMBER
	HOP.427001
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF JANUARY 2004	
Fee for marketing and public relations consulting services provided during the month of nuary 2004 not invoiced with other specific projects.	7,425.00
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Long distance telephone and facsimile charges. Supplies and color copies for publicity binders (new for 2004). Delivery/courier charges: Hall Office Park Best Real Estate Deals Nomination forms to Dallas Businesss Journal; Development Trifolds Shipping Charges; Photography reprints for Dallas Morning News Frisco Special Section; Texas Sculpture Garden photography to Dallas Morning News; Federal Express media materials and photography of Texas Sculpture Garden to Southwest Spirit publication for consideration for Destination Texas issue. Postage charges.	45.00T 12.50 32.50 95.06 8.00
Sales tax	3.71
	P 5.0.04D
	TOTAL \$7,621.77

BOYER GROUP

INVOICE

DATE	NUMBER
4/22/2004	04.40015

TO THE ATTENTION OF

	JOB NUMBER
	HOP.427003
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF MARCH 2004	
Fee for marketing and public relations services provided during the month of farch 2004 not invoiced with other specific projects. Outline of activities and sults produced attached.	7,250.00
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Delivery/courier charges: Photography and media materials to University of Dallas;	45.00T
Photography reprints to/from lab; Hall Office Park artwork and proofs to printers. Long distance telephone and facsimile charges.	70.00 12.50
Sales tax	3.71
	P6.0.4D
	TOTAL \$7,381.21

DATE	NUMBER
6/25/2004	04.60017

TO THE ATTENTION OF

2.	JOB NUMBER
	HOP.27290
DESCRIPTION	AMOUNT
HALL OFFICE PARK ART TOUR FLYER	
Reprint 1,000 existing Hall Office Park Art Tour flyers for immediate use utilizing digital printing process. Includes approval coordination, printing, print supervision and all related project management.	2,500.00T
EXPENSES associated with project: Delivery/courier charges: Proofs to/from printer; Completed job to HFG.	55.00
Sales tax	206.25
	•
	Pall D
	TOTAL \$2,761.25

DATE	NUMBER
7/26/2004	04.60030

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

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	JOB NUMBER
	HOP.427004
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF APRIL 2004	
Fee for marketing and public relations services provided during the month of pri 2004 not invoiced with other specific projects. Outline of activities and esults produced provided separately with clips of coverage.	0.005.00
esuits produced provided separatery with chips of coverage.	8,825.00
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Long distance telephone and facsimile charges. Delivery/courier charges: Federal express background materials and photography to Southwest Art Magazine; Courier photography to Frisco Style.	45.00T 12.50
Binders and supplies for publicity binders. Color copies of coverage for binders. Postage: Mail photography to Southwest Spirit Magazine. Dow Jones On-line Searches: Purchase coverage available on-line. Photo CDs	22.00 35.00 10.00 44.00 40.00
Sales tax	3.71
	P8:11:04 D
	TOTAL \$9,037.21

BOYER GROUP

INVOICE

DATE	NUMBER
7/26/2004	04.60031

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

-4.5

	JOB NUMBER	
	HOP.42	HOP.427005
DESCRIPTION	AMOU	NT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF MAY 2004		
Fee for marketing and public relations services provided during the month of fear 2004 not invoiced with other specific projects. Outline of activities and esults produced provided separately with clips of coverage.		7,450.00
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Long distance telephone and facsimile charges. Supplies and color copies for publicity binders.		45.00T 12.00 30.00
Delivery/courier charges: Photography to Al Dia Magazine; Federal Express media materials to NREI; Master plan flyers shipped from printer. Color copies of coverage for publicity binders.		85.00 25.00 4.50
Mileage/Tolls/Parking Photo CDs		30.00
Sales tax		3.71
	P	A. [
	TOTAL	\$7,685.21

DATE	NUMBER
7/26/2004	04.60032

TO THE ATTENTION OF

	JOB NUMBER
	HOP.427006
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF JUNE 2004	
Fee for marketing and public relations services provided during the month of me 2004 not invoiced with other specific projects. Outline of activities and results produced provided separately with clips of coverage.	7,750.00
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Long distance telephone and facsimile charges. Supplies and color copies for publicity binders. Delivery/courier charges: Photography to Centre Magazine; Photography	45.00T 12.00 35.00
to Holliday, Fennoglio, Fowler; Federal Express media materials to NREI. Mileage/Tolls/Parking. Photo CDs (as noted above + two for Merit Insurance; one for NTCAR)	75.00 2.50 80.00
Sales tax	3.71
	P8:11.04 D
	TOTAL \$8,003.21

DATE	NUMBER
10/20/2004	04.80028

TO THE ATTENTION OF

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	JOB NUMBER
	HOP.27295
DESCRIPTION	AMOUNT
HALL OFFICE PARK FRISCO STYLE MAGAZINE ARTS & CULTURE FEATURE SEPTEMBER/OCTOBER 2004 ISSUE Media reimbursement for full-page, four-color Hall Office Park advertisement.	2,225.00
Creative services fee for advertisement revision to be appropriate for arts and culture special feature. Includes contract management; negotiate and purchase media; coordinate review and approvals; provide artwork and insertion instructions to publication.	1,500.00T
Sales tax	123.75
	P10.2-4.04D
	TOTA1 \$3,848.75

A D P R D E S I G N

BOYER 🕝 GROUP

INVOICE

DATE	NUMBER
10/20/2004	04.80026

TO THE ATTENTION OF

	JOB NUMBER
	HOP.427008
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF AUGUST 2004	
Fee for marketing and public relations services provided during the month of August 2004 not invoiced with other specific projects. Outline of activities and esults produced provided separately with clips of coverage.	6,575.00
PROJECTS included: CEL "A" List Award Media Monitoring; Complete Dallas Office & Commercial Real Estate Guide (BOMA) Job; Business IQ Opportunity; Centre Magazine Feature; CREW Luncheon; Frisco Association for the Arts Gala; Frisco Style's Best of Business; NTCAR Expo; Lease Announcements; Texas Sculpture Garden New Art Release; HOP Success Pitch.	
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Long distance telephone and facsimile charges. Supplies and color copies for publicity binders. Delivery/courier charges: Photography from Harrison Evans.	45.00T 10.00 12.00 20.00
Sales tax	3.71
	P.A.D
	TOTAL \$6,665.71

DATE	NUMBER
10/20/2004	04.80027

TO THE ATTENTION OF

	JOB NUMBER
	HOP.427009
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF SEPTEMBER 2004 Fee for marketing and public relations services provided during the month of ptember 2004 not invoiced with other specific projects. Outline of activities and sults produced provided separately with clips of coverage.	9,000.00
PROJECTS included: Business IQ Editorial Opportunity; Frisco CVB Artwork Chotography; DBJ Best Real Estate Deals; DBJ Largest Property Managers Listing; DBJ Leasing Roundtable; Frisco Style Best of Business; GlobeSt.com Media Pitch; Photography Archives; HOP Success Pitches; Wall Street Journal Interview with Craig Hall; Langston Situation.	
EXPENSES incurred during billing period: Monthly press clipping service. Long distance telephone and facsimile charges. Supplies and color copies for publicity binders. Photo CDs.	45.00T 10.00 12.50 25.00
Sales tax	3.71
	P10.24.04D
	TOTAL \$9,096.21

DATE	NUMBER
6/8/2005	05.60004

TO THE ATTENTION OF

	JOB NUMBER
	HOP.27353
DESCRIPTION	AMOUNT
HALL OFFICE PARK ART TOUR FLYER REPRINTS	
Creative and production services fee for minor modifications to existing art tour flyer. Includes printing and print supervision for 2,000 qty. flyers and all related project management.	2,000.00T
EXPENSES associated with project: Delivery/courier charges: Artwork to vendor; final shipment of flyers.	45.00
Sales tax	165.00
	PALD
	TOTAL \$2,210.00

BOYER GROUP

INVOICE

DATE	NUMBER
6/8/2005	05.60003

TO THE ATTENTION OF

	JOB NUMBER
	HOP.27325
DESCRIPTION	AMOUNT
HALL OFFICE PARK	
TEXAS SCULPTURE GARDEN THE HALL COLLECTION	
ADVERTISEMENT FOR "ART NEWS" MAGAZINE	
Media reimbursement: N/C (purchased by client)	0.00
Creative service fee for ad design and layout as directed.	400.00T
EXPENSES associated with project:	
Delivery/courier charges: FedEx artwork to publication.	30.00
Sales tax	33.00
	TOTAL \$463.00

BOYER GROUP

INVOICE

DATE	NUMBER
10/17/2005	05.10011

TO THE ATTENTION OF

	JOB NUMBER
	HOP.27367
DESCRIPTION	AMOUNT
IALL OFFICE PARK	
RISCO STYLE MAGAZINE SEPTEMBER 2005 ARTS & CULTURE ISSUE	
DEFTEMBER 2003 ARTS & COLTORE ISSUE	
Media reimbursement for full-page, four color advertisement.	2,400.00
Creative servies fee to revise advertisement per issue and	
pecifications; manage contract and related deadlines; provide	
artwork and insertion instructions to publication.	1,500.007
Sales tax	123.75
Baics tax	125.75
	TOTAL \$4,023.75

BOYER 🙆 GROUP

INVOICE

DATE	NUMBER
6/9/2006	06.50003

$T \cap$	THE	ATT	FNTI	ON	OF
10	1 11 12	Λ 1	EINI	UN	Or

Ms. Patricia B. Meadows Senior Vice President Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	JOB NUMBER
	HOP.27417
DESCRIPTION	AMOUNT
HALL OFFICE PARK INSIDE COLLIN COUNTY BUSINESS BUSINESS OF ART JULY 2006 ISSUE	
Media reimbursement for full-page, four-color Hall Office Park advertisement featuring "business of art."	2,800.00
Design, copy and comprehensive layouts; includes production, media purchase, contract management, approval coordination, providing artwork and insertion instructions to publication.	2,500.00
Sales tax	206.25
P6/28/06 D	
	TOTAL \$5,506.2

A D P R D E S I G N

DATE	NUMBER
9/22/2006	06.90011

ΤO	THE	ATT	EN	ΤI	ОИ	O F

	JOB NUMBER
	HOP.27418
DESCRIPTION	AMOUNT
HALL OFFICE PARK INSIDE COLLIN COUNTY BUSINESS SEPTEMBER 13, 2006 ISSUE FRISCO AND CELEBRATION OF ENTERPRISE FOCUS	
Media reimbursement for full page, four-color advertisement featuring 2600 Network at Hall Office Park - "Inspiration at Work"	2,800.00
Account services fee to manage contract and related deadlines; review ad possibilities; provide pick-up instructions to publication.	500.00T
Sales tax	41.25
[] 10·3·06[]	` +
• • • • • • • • • • • • • • • • • • •	
	TOTAL \$3,341.25

DATE	NUMBER
2/26/2007	07.10002

$T \cap$	TH	F	ATI	FEN	TI	0 N	OF

	JOB NI	JMBER
	HOP.72	7002
DESCRIPTION	АМО	UNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF FEBRUARY, 2007		
Professional fee for marketing and public relations services provided during the month of February 2007 not invoiced with other specific projects per agreement.		8,000.00
PROJECTS included: Take digital photography of 3211 building; Submit AmerisourceBergen Specialty Group to Real Estate Forum for 2006 Deals of the Year consideration; Obtain updated broker lists and archive for email blasts; Attend luncheon at Frisco EDC office re: Tollway video tour; Prepare and submit Jean Farris nomination form for 2006 Heavy Hitters/DBJ; Prepare and submit Farris and Lomonaco information for Top Producers lists to be part of Heavy Hitters special section with Farris photograph; Submit AmerisourceBergen Specialty Group to DBJ for Largest Leases of 2006 list; Create HFG corporate statement re: bomb threat and follow-up; Talk with Dallas CEO Magazine editor re: upcoming Commercial Real Estate Quarterly; Review branding information to prepare for Mar. 7th meeting; Research, draft and submit article for HOP Notes newsletter re: Hall Park Pavilion and future new retail/restaurant amenities; Provide nomination materials to Farris to brief Hall and Braun for Best Deals event; Respond to promotions pitch from JackFM Radio; Forward information on ordering additional Best Deals trophies to Mark Blocher; Provide ABSG info to Erisco Chamber; Review freelance photographer request; Obtain editorial opportunity for Dallas Office & Commercial Real Estate Magazine's upcoming "Art and Architecture" special feature and prepare initial draft; Monitor news for clips and coverage; PR binder maintenance.		
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Color copies for publicity binders. Long distance telephone and facsimile charges. Sales tax		45.007 25.00 12.50
Sales tax		3.71
	TOTAL	\$8,086.21

DATE	NUMBER
4/30/2007	07.40021

TO THE ATTENTION OF	
Ms. Jean C. Farris Director of Leasing Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034	

	JOB NU	MBER
	HOP.27	461
DESCRIPTION	АМО	UNT
HALL OFFICE PARK DALLAS BUSINESS JOURNAL FRISCO SPECIAL SECTION ADVERTISEMENT MAY 2007 ISSUE		
Media reimbursement for island size, four-color Hall Office Park advertisement; guaranteed sitioning far forward.		6,200.00
Creative services fee to provide ad options; choice to pick-up CREQ "All You Need and More" ad; includes media purchase, contract management, approval coordination; provide artwork and insertion instructions to publication.		1,000.00T
Sales tax		82.50
5.24.07		
	TOTAL	\$7,282.50

DATE	NUMBER
4/30/2007	07.40013

$T \cap$	THE	ATT	FN'	OIT	N	OF

	JOB NU	MBER
	HOP.27	457
DESCRIPTION	A M O	UNT
HALL OFFICE PARK INSIDE COLLIN COUNTY BUSINESS ADVERTISEMENT REAL ESTATE SPECIAL SECTION MARCH 2007 ISSUE		1/2 · · · · · · · · · · · · · · · · · · ·
Media reimbursement for full-page, four-color advertisement.		2,900.00
Design, layout and copy writing for new advertisement featuring amenities and location of Hall Office Park; includes production, approval coordination, media purchase; provide artwork and insertion instructions to publication.		2,800.00T
Sales tax		231.00
5.24.07		
	TOTAL	\$5,931.00

DATE	NUMBER
4/30/2007	07.40001

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	JOB NU	JMBER
	HOP.72	7003
DESCRIPTION	АМО	UNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF MARCH, 2007		
Professional fee for marketing and public relations services provided during the month of March, 2007 of invoiced with other specific projects per agreement.		
PROJECTS included Art & Architecture editorial feature in Dallas BOMA Magazine (Office and Commercial Real Estate); Gallery Guide ad inquiry; Project "White" promotional materials; Area Development and Site Selection pitch research (SANYO); Tollway extension and drive times research; Branding meeting participation; Frisco Video Tour (FEDC) research; Creative PDF files to team; Respond to Inside Collin County Business inquiry regarding new towers and hotel; Ad deadline calendar for 2007; Frisco Chamber Map ad opportunity declines; Coordinate request for firetruck photo from City of Frisco; Provide story ideas and pitches to DBJ for real estate quarterlies; Building Design & Construction Magazine pitch; Update HOP information to CPN writer; Assist with ABSG Town Hall Meeting; Create and provide two "Welcome" posters; Obtain editorial opportunity for Frisco Special Section of DBJ (May 2007); Research and draft new lease releases; Update media list and editorial calendars; Participate in weekly project meetings; Moniter news for coverage and clips; PR binder maintenance. Invoice retainer fee per budget.		9,000.00
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Color copies and supplies for publicity binders. Long distance telephone and facsimile charges. Courier/delivery: Ad proof/artwork to Inside Collin County Business. Reimbursement for two 3' x 4' welcome posters for ABSG meeting (re-usable for other events.) Reimbursement for brackets to secure master plan displays to wall. Sales tax		45.007 35.00 12.50 20.00 450.007 30.00 40.84
	TOTAL	\$9,633.34

DATE	NUMBER
4/30/2007	07.40002

TO THE ATTENTIO	Ν	O F
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(ALMO)	JOB NU	JMBER
5.24.01	HOP.72	27004
DESCRIPTION	AMO	UNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF APRIL 2007		
Professional fee for marketing and public relations services provided during the month of April 2007 tot invoiced with other specific projects per agreement. ROJECTS included: Research/draft Petron Resources announcement news release; Preparation and ubmission of "How About a Satellite Office in Hall Office Park" editorial for DBJ's Frisco Special Section (May 2007); New tenant lease releases; Release re: ABSG Best Deals award; DBJ Roundtable apportunities for 2007; Update boilerplate; Draft new sculpture installation release for "Jaguar" pending install date, etc.); Submit information to CREW Newsletter "Done Deals" section (Petron); Provide 2006 HOP Highlights to DBJ for Frisco Special Section with corresponding photography; Investigate luncheon with new DBJ reporter, Bill Hethcock for mid-May; Review marketing and collateral opportunity emails; Draft "Hall Office Park By the Numbers" editorial for DMN's Frisco Veighbors publication; Attend HOP health fair and draft news release with photographs; Participate in weekly project meetings; Moniter news for coverage and clips; PR binder maintenance. Invoice etainer fee per budget.		9,000.00
ACMONTHIS ES incurred during billing period: Monthly press clipping service (pro-rata share). Color copies and supplies. Long distance telephone and facsimile charges. Reimbursement for Vertical Response email service/Napa promo (February, 2007). Purchase text-weight specialty paper for printing one-sided marketing flyers. Courier/delivery charges: Deliver artwork on CD to Dallas BOMA Magazine for Art & Architecture deature; Pick up master plan boards; Pick up contact information labels from vendor for placement on rochures/flyers; Pick up specialty paper for printing one-sided marketing flyers; Pick up second set of ontact information labels from vendor. Sales tax		45.00T 35.00 12.50 12.50 120.00T 135.00
	TOTAL	\$9,373.61

DATE	NUMBER
7/9/2007	07.70012

	јов ним	BER
	HOP.274	66
DESCRIPTION	AMOUI	NT
HALL OFFICE PARK ART TOUR FLYERS		
Design and creative services fee for revising and printing 2,000 qty. art tour flyers for temporary use as needed. Price includes print supervision and all related project management.		3,400.00T
Sales tax		280.50
TELESTO)		
	TOTAL	\$3,680.50

DATE	NUMBER
7/9/2007	07.70013

TO THE ATTENTION OF

Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

јов пи	MBER
HOP.27	458.1
AMOU	TNU
	15,000.00T

Partial fee for concept, design, copy and comprehensive layout options for new Hall Office Park marketing brochure, tabs and inserts. Balance to be invoiced on project completion and delivery based on final printing quantities and costs.

DESCRIPTION

EXPENSES associated with project: Color outputs and comps for design review.

MARKETING BROCHURE, TABS AND INSERTS

400.00

Sales tax

HALL OFFICE PARK

PARTIAL BILLING

1,237.50

7.13.07

TOTAL \$16,637.50

DATE	NUMBER
7/9/2007	07.70011

ТО	THE ATTENTION	OF
Mr. Mark Bloche Hall Financial Gr 6801 Gaylord Pa Frisco, Texas 750	roup, Ltd. rkway, Suite 100	

	JOB NUMBER	
	HOP.27476	
DESCRIPTION	AMOUNT	
HALL OFFICE PARK PROFESSIONAL PHOTO SHOOTS INTERIOR/EXTERIOR Professional photographer fees for interior and exterior photo shoots per estimates received. Includes one-year usage rights for interior shots with Kim Dawson models (additional years will cost \$250 per model per year). Price includes on-site creative direction and all related project management.	15,500.0	т0(
Sales tax	1,278.	75
7.13.01		
	TOTAL \$16,778	3.75

DATE	NUMBER
7/9/2007	07.70002

TΛ	THE	ATTE	NT	NOI	ΟF

[JOB NUI	MBER
	HOP.727	005
DESCRIPTION	AMOU	NT
MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF MAY 2007 Professional fee for marketing and public relations services provided during the month of May 2007 not invoiced with other specific projects per agreement. PROJECTS included: Draft of AmerisourceBergen Special Group release regarding move-in; Provide quotes to Frisco special section writer, Missy Crump, for the Dallas Business Journal; Hall Office Park stats research for boilerplate updates; Complete and distribute Blade Energy and Petron Resources lease releases with photography; Pitch story ideas to DBJ's special sections editor and Bill Hethcock; Coordinate lunch for Hethcock with HFG executives; Update media lists; Attend SANYO Energy (USA) Corporation ribbon cutting event and submit photos with captions to media; Complete release on health fair and distribute with photography; Download T1 images and archive for future use; Receive new information on Jaguar sculpture and discuss PR opportunities; Research and draft story ideas for submission to Frisco Neighbors; Provide Napa broker promo PDF files to HOP marketing team; Prepare for on-site photo shoots; Participate in weekly project meetings; Monitor sites and publications for news and coverage; PR binder maintenance.	4	9,000.00
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Color copies and supplies. Long distance telephone and facsimile charges. Sales tax		45.00° 35.00 12.50
0.13.01	TOTAL	\$9,096.21

DATE	NUMBER
7/9/2007	07.70003

TO THE ATTENTION O	F
Ms. Jean C. Farris Director of Leasing Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034	

	JOB N	UMBER
	HOP.72	7006
DESCRIPTION	A M O	UNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF JUNE 2007 Professional fee for marketing and public relations services provided during the month of June 2007 not invoiced with other specific projects per agreement.		
PROJECTS included: Assistance with Cushman & Wakefield and Staubach Company broker events at Turtle Creek residence; Photo shoot scheduling on-site; Women's Enterprise pitch (J. Farris); CREW newsletter submission; Art story ideas for local/regional publications; HOP Notes newsletter story on lunch bunch and ice cream events; Research for aerial photography of park for hotel site presentation; Meeting with DBJ ad representative for new agreement; Retouch Jaguar photography for media use and send to DMN for upcoming real estate quarterly issue; Draft Skywire Software lease announcement and discuss with Helen Pitts; Complete DBJ Largest Office Parks list; Pitch Depker story idea to DBJ for Face Time feature consideration; Complete and approve Black's Office Guide owner/developer profile listing; Discuss sculpture garden ad in Gallery Guide; Participate in weekly project meetings; Monitor sites and publications for news coverage and clips; PR binder maintenance.	\	9,000.00
EXPENSES incurred during billing period: Courier/delivery charges: Broker invitations to Cushman & Wakefield and Staubach Company; display boards to/from vendor and to/from Turtle Creek Residence for events. Monthly press clipping service (pro-rata share). Color copies and supplies. Long distance telephone and facsimile charges.		180.00 45.00T 50.00 12.50
Sales tax		3.71
	TOTAL	\$9,291.21

DATE	NUMBER
9/13/2007	07.90010

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Mr. Mark B Hall Financi 6801 Gaylor Frisco, Texa	ial Group, L td Parkway,	.td. Suite 100		* Marie and

	јов 1	NUMBER
	HOP.	727007
DESCRIPTION	A M	OUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF JULY 2007		
Professional fee for marketing and public relations services provided during the month of July 2007 not invoiced with other specific projects per agreement.		9,000.00
PROJECTS included: Largest Office Parks list submission to DBJ; Draft broker letter to go out with C3/E1 bifold; Update Marcoa line listings by building; Draft news release re: Jaguar sculpture, add Surls piece, then hold; Take photos of Jaguar installation and completion; Draft release re: Skywire Software space; Update Hall Office Park boilerplate; Prepare story ideas on art in the park including research and pitch drafts; Participate in lunch bunch ideas; Hall Office Park pitch to Texas Real Estate Business; Update web site news section; Prepare new media list with art focus; Receive and download new building renderings; Update advertising schedule; Maintain and update master opportunities calendar; Provide Petron Resources with C3 rendering for use on their web site; Begin drafting bundles news releases re: smaller leases; Participate in weekly project update meetings; Monitor sites and publications for news coverage and clips; PR binder maintenance.	-	
EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Reimbursement for purchase of two "Fame Frames" for Jean Farris as DBJ Heavy Hitter. Long distance telephone and facsimile charges. Color copies, comps and supplies. Delivery/courier charges: Pick up E1 marketing board from vendor. Mileage/tolls/parking: HOP Art Tour Flyer press checks.		45.007 646.60 12.50 60.00 38.00 23.00
	ТОТАЬ	\$9,828.81

DATE	NUMBER
9/13/2007	07.90011

TO THE ATTENTION OF	
Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034	

	JOB NUMBER
	HOP.727008
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS SERVICES FOR THE MONTH OF AUGUST 2007	
Professional fee for marketing and public relations services provided during the month of August 2007 of invoiced with other specific projects per agreement.	9,000.00
PROJECTS included: Provide media materials and photography to Dallas Business Journal; Follow up with Texas Real Estate Business for their "Snapshot" section; Update new leases spreadsheet and draft bundled news releases; Provide information to CREW News; Investigate Inside Collin County Business call for nominations for their Celebration of Enterprise event; Revised Jaguar news release and hold; Update Hall Office Park fact sheet and provide to New York Times for use if needed with Craig Hall interview; Take new photographs of Jaguar; Follow-up with Women's Enterprise on Jean Farris feature pitch; Create master coverage report for 2007; Paticipate in weekly project update meetings; Monitor sites and publications for news coverage and clips; PR binder maintenance.	←
EXPENSES incurred during billing period: Delivery/courier charges: Deliver CDs and instructions to CoStar; Pick up Art Tour flyers from printer. Monthly press clipping service (pro-rata share). Color copies. Long distance telephone and facsimile charges. Sales tax	73.00 45.00 111.60 12.50
9.25.01	
	TOTAL \$9,245.81

DATE	NUMBER
10/25/2007	07.90015

TO THE ATTENTION OF

	JOBN	UMBER
	HOP.27	458.2
DESCRIPTION	АМО	UNT
HALL OFFICE PARK MARKETING BROCHURE, TABS AND INSERTS FINAL INVOICE		
Balance due for the new Hall Office Park marketing brochure to include finalization of design, proofing, approval coordination; pre-press production, printing and print supervision for 1,000 qty. pieces. Includes bindery, collation and insertion services.		32,000.007
EXPENSES associated with project: Delivery/courier charges: Rush proofs to printer; Shipment of final product from vendor. Color copies and comps for design review and approval.		42.00 64.00
Sales tax		2,640.00
J. II. II. O. T.		
	TOTAL	\$34,746.00

DATE	NUMBER
11/30/2007	07.11021

	TO	THE	ATTENTION	OF
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	јов 1	NUMBER
	НОР.	727010
DESCRIPTION	ΛМ	OUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF OCTOBER 2007		
Professional fee for marketing and public relations consulting services performed during the month of October 2007 per retainer agreement and not invoiced with other specific projects.		7,500.00
PROJECTS included: Complete PAYjr news release including interview coordination with David Jones and PR team; Confirm DBJ exclusive with PAYjr and subsequently complete distribution; Communicate with Tony Felker of Frisco Chamber re: Kenexa welcome event; Research ad schedules and deadlines with DBJ and ICCB for 2008; Revise Jaguar installation release and prepare for distribution; Work on 2007 marketing budget to actuals and begin drafting 2008 budget; Prepare bundled lease release for small transactions; Continue follow-up with Helen Pitts at Skywire Software (Skywire wanting to wait until actual move in to make announcement); Maintain 2007 lease list; Resubmit listing information to TRIBEZA Magazine on Texas Sculpture Garden and Hall International Collection; Research traffic count along Tollway to include with releases (exact information unavailable); Participate in weekly project update meetings; Monitor news and publications for coverage and clips; PR binder maintenance.		
Monthly press clipping service (pro-rata share). Color copies and supplies.		45.00T 193.00
Salès tax		3.71
	TOTAL	\$7,741.71

BOYER 🗑 GROUP

INVOICE

DATE	NUMBER
8/29/2008	08.12181

10	THE	ATT	EN	TION	OF

Ms. Patricia B. Meadows Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	ЈОВ	NUMBER
	НО	P.27511
DESCRIPTION	A M	OUNT
IALL OFFICE PARK RT TOUR MAPS		
reative services fees associated with new Art Tour Map; color correct art photography; client entings and project management; printing and print supervision of 5,000 qty. maps. (Includes \$600 inting discount.)		14,400.00
XPENSES associated with project. ileage/tolls for press check. les tax		45.00
		1,188.00
Jaga D		
	IATOT	\$15,633.00

A D P R D E S 1 G N

DATE	NUMBER
8/29/2008	08.12171

ΤO	THE	ATT	ENT	ΓION	ΟF
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	JOB	NUMBER
	HOP.	827008
DESCRIPTION	A M	OUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS FOR THE MONTH OF AUGUST 2008 Professional fee for marketing and public relations consulting services performed during the month of		
August 2008 not invoiced with other specific projects.		
PROJECTS included: Submit information for Dallas Business Journal's Largest Office Parks listing; Communicate with the following regarding advertising: Dallas Morning News, DCEO, Dallas Business Journal; Confirm sponsorship for NTCAR's Far North Tollway Bus Tour; Update lease spreadsheet; Submit Texas Sculpture Garden information and photography to Dallas Observer and Dallas Morning News Weekend Guide; Communicate with Dallas Business Journal regarding participation in Roundtable articles; Communicate with National Real Estate Investor regarding Outstanding Women feature; Follow up with Tenet on status of lease announcement; Prepare bundled lease announcement release; Participate in weekly update meetings; Monitor news and publications for coverage and clips; PR binder maintenance.		10,600.00
Includes the following July and August time: Prepare Budget-to-Actuals and Projections for remainder of 2008; Additional promotion research including print, broadcast, billboard and video outreach for remainder of 2008 campaign.		
EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies (for Marketing and Public Relations Activity Binders). Binders, plastic sleeves, dividers, presentation materials (for Marketing and Public Relations Activity Binders).		45.007 200.00 250.00
Sales tax		3.71
	TOTAL	\$11,098.71

BOYER 🗑 GROUP

INVOICE

DATE	NUMBER
10/31/2008	08.12217

TO THE ATTENTION OF

	JOB NUMBER
	HOP.827010
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS FOR THE MONTH OF OCTOBER 2008	
Professional fee for marketing and public relations consulting services performed during the month of October 2008 not invoiced with other specific projects.	of
PROJECTS included: Meeting with the following regarding advertising: Collin County Business Promator Marcoa Office Guide, D Magazine, DCEO, Dallas Morning News; Prepare Hall Collection Art Tour Map news release and distribute to media, follow up with hard copy of map in the mail; Provide additional information to Dallas Business Journal for Hall Collection column item; Provide pdf of A Map to Dallas Morning News for possible use; Nominate The Hall Collection for Best of D Magazin Provide Tamara Vaughan with CAD drawing of HOP master plan; Review Jean's response to Collin County Business Press for Commercial Real Estate feature story; Provide Dallas Morning News with HOP information for Commercial Real Estate Quarterly and schedule interview with Craig for feature story; Submit HOP info to Collin County Business Press for its Largest Office Parks listing; Communication with CREW Dallas regarding Jean being nominated for Outstanding Achievement Awards; Provide recent lease information with Jean's photo to CREW for its newsletter; Revised excepted sheet of HOP leases and provided to Mark Blocher; Add FEDC quote to Hartford announcement and continue with approval coordination; Distribute lease announcement including McCalla Rios Architects, Farmers Insurance, Orthro RX, Thering & Associates, Bravo Health Texas and GTL (USA); Review DCEO VIP events and consider participation; Nominate Jean for DCEO's Top Brokers list; Participate in weekly update meetings; Monitor news and publications for coverag and clips; PR binder maintenance.	rt ne;
[Continued on next page.]	
	TOTAL

BOYER 🖨 GROUP

INVOICE

DATE	NUMBER
10/31/2008	08.12217

	JOB NUMBER
	HOP.827010
DESCRIPTION	AMOUNT
EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. Postage for Art Tour Map mailing. Gales tax	45.007 250.00 40.00 3.71
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	TOTAL \$9,338.71

DATE	NUMBER
11/28/2008	08.12234

ТО	Э ТНЕ	ATTENT	ION OF	
Mr. Mark Blocher	r			
Hall Financial Gr	oup, Ltd	1.		
6801 Gaylord Par	kway, S	Suite 100		
Frisco, Texas 750	34			
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	JOB NUMBER
	HOP.827011
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS FOR THE MONTH OF NOVEMBER 2008 Professional fee for marketing and public relations consulting services performed during the month of November 2008 not invoiced with other specific projects. PROJECTS included: Research, prepare and present 2009 budget; Coordinate Patricia B. Meadows interview with Texas Real Estate Business on art at HOP, submit art photography and head shot; Communication with the following regarding advertising: Collin County Business Press, D Magazine, Dallas Morning News, DCEO, On Magazine, KRLD, multiple billboard companies; Arrange Craig Hall interview with Steve Brown of Dallas Morning News for Frisco feature story; Expand Hartford announcement, receive approvals and distribute; Expand Cardtronics release and provide to Tammy Lomonaco for fact check, Email to Cardtronics for quote and approval; Look for video samples for potential broker updates; Internal brainstorm meeting for Broker Promo ideas; Prepare bundle releases and coordinate approvals for the following tenants: Jordan Houser and Flourney; Trendium; New American, Frisco EDC; National Breast Cancer Foundation; Cobb, Fendleu and Associates; David Prince, CPA; Alan C. Dectjen and Charles M. Collins, Financial Advisors; Oxford Industries; Confirm Jean Farris participation in Dallas Business Journal's leasing roundtable; Replace tenant amenities PDF; Submit Jean Farris done deals for CREW News; Prepare AmerisourceBergen expansion announcement; Provide Dallas Business Journal with Hartford exclusive and coordinate interview with Jean Farris; Write disclaimer for HOP Bazaar; Provide pricing and positioning for billboard signage; Research "Dances on the Prairie" distribution options; Creative services fee for the design of DVD labels for Tenant Manuals; production and printing for 127 qty. labels (two separate orders); Participate in weekly update meetings; Monitor news and publications for coverage and clips; PR binder maintenance.	10,575.00

BOYER GROUP

DATE	NUMBER	
11/28/2008	08.12234	

TO THE ATTENTION OF
Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	JOB NUMBER
-	HOP.827011
DESCRIPTION	AMOUNT
EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. DVD labels. Color copies and supplies for DVD labels. Mileage/tolls: DCEO meeting; KRLD ad production. Sales tax	45.007 250.00 100.00 200.00 25.00 3.71
•	
Files ID	
	TOTAL \$11,198.71

DATE	NUMBER
12/22/2008	08.12243

TO THE ATTENTION OF

	JOB NUMBER
	HOP.827012
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS FOR THE MONTH OF DECEMBER 2008 Professional fee for marketing and public relations consulting services performed during the month of December 2008 not invoiced with other specific projects. PROJECTS included: Invite and RSVP for Dallas Business Journal's CEO Panel Industry Outlook 2009; Review Collin County Business Press Celebration of Enterprise video and consider additional usage; Submit HFG info for Dallas Business Journal's Largest Developers list; Create 2009 advertising schedule with deadlines; Provide billboard advertising availability, pricing, location and drive-by info; needia; Follow up with Dallas Morning News on potential Art Map story; Communication with the following regarding 2009 advertising: DCEO, D Magazine, Dallas Morning News, ON Magazine, Collin County Business Press; Research where to donate Dances on the Prairie DVDs; Coordinate and Award; Follow up on 2009 Budget approval; Communication with Ashley Delaney regarding problems with gift baskets and how to handle; Distribute bundle announcement including the following leases: Vertical Breast Cancer Foundation; Cobb, Fendley and Associates; David Prince, CPA; Alan C. Deetjen and Charles M. Collins, Financial Advisors; Oxford Industries; Continue work on AmerisourceBergen expansion announcement; Place PepsiCo logo on 2801 Network Boulevard and ubmit to Jean Farris; Prepare bundle announcement including the following leases: NetTraffic; ordan; Houser & Flourney LLP; Determine HOP is not qualified for Dallas Business Journal's Largest Construction Projects List; Update spreadsheet with new leases; Participate in weekly update meetings, Monitor news and publications for coverage and clips; PR binder maintenance.	7.07A L

BOYER GROUP

INVOICE

DATE	NUMBER
12/22/2008	08.12243

TO THE ATTENTION OF

	JOB NUMBER
	HOP.827012
DESCRIPTION	AMOUNT
EXPENSES incurred during billing period. Monthly press clipping services (pro-rata share). Color copies and supplies. Sales tax	45.007 200.00 3.71
	TOTAL \$9,248.71

DATE	NUMBER	
2/27/2009	08.12288	

	JOB NUMBER
	HOP.827002
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS FOR THE MONTH OF FEBRUARY 2009 Professional fee for marketing and public relations consulting services performed during the month of February 2009 not invoiced with other specific projects. PROJECTS included: Communication with the following regarding advertising: Dallas Morning News, DoCEO, Dallas Business Journal, billboard companies, Collin County Business Press, Texas Real Estate Business; Follow up with Farris on Dallas Business Journal's Heavy Hitters nomination; Research and provide information and pricing to Levey on Close-Up on America television advertorial; Communicate with D Magazine and Meadows regarding upcoming D Art Slam apponsorship opportunity; Distribute bundled release announcing the following leases: Independent Propane Co., Rockfish Interactive Group, Assured Pharmacy and Attorneys Jordan, Houser & Colourney; Participate in University of Dallas Capstone meeting; Provide Hall Collection information and photography for architecture, landscape design and interior design continuing education classes; by be site; Background research for bundled news release announcing the following leases: NetTraffic, Trovide CoStar Power Broker nomination information to Farris; Email news releases in Reed to load to the provide of the provide of the provide of the provide and the provide and the provide to Lomonaco and Langford for accuracy check; Provide art photography and antonin instructions to Frisco CVB for marketing purposes; Revise AmerisourceBergen expansion innouncement and contact M. Kirkpatrick (corporate PR rep), tenant, FEDC and broker; Pull new detection instructions for 2009 master opportunities calendar development; Participate in reckly update meetings; Monitor news and publications for coverage and clips; PR binder laintenance.	8,500.00

BOYER 📵 GROUP

INVOICE

DATE	NUMBER
2/27/2009	08.12288

TO THE ATTENTION OF	
Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034	

	JOB NUMBER
	HOP.827002
DESCRIPTION	AMOUNT
EXPENSES incurred during billing period: Monthly press clipping services (pro-rata share). Color copies and supplies Sales tax	45.00 155.00 3.71
3.5.09	
	TOTAL \$8,703.71

DATE	NUMBER
3/30/2009	08.12303

	ЈОВ ИИМ	IBER
	HOP.9270	03
DESCRIPTION	A M O U	VТ
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS FOR THE MONTH OF MARCH 2009 rofessional fee for marketing and public relations consulting services performed during the month of farch 2009 not invoiced with other specific projects. ROJECTS included: Email TSG art photo to Texas Department of Tourism; Provide Dallas Business purnal with info for its "Largest 25 Office Portfolio" listing; Attend Capstone mid-term meeting; communicate with DCEO about new, six-times per year publishing; Provide information to Dallas usiness Journal for participation in commercial real estate roundtables; Research and draft filler Coors lease announcement; Prepare and coordinate approvals for the following bundled mouncement: Bravo Health, Net Traffic, American Unit, DaVita; Provide info on The Hall collection for inclusion on Bestoffexas, com site; Provide give-away ideas for Properties in Paradise for form with order history; Communicate with Elsie at front desk about where art maps are stored are large art tour; Provide ArtAndSeek org with The Hall Collection information and photo for use on the site; Update web site with revised Meadows/art information; Revise AmerisourceBergen pansion announcement and discuss with corporate representative; Update lease spreadsheet and resincess Journal for Heavy Hitters Special Section; Research Collin County Business Press elebration of Enterprise award info; Provide info to Dallas Morning News for panel consideration for any breakfast event; Respond to LandPlan request for tenant list; Follow-up with Farris on DCEO and profile; Participate in weekly update meetings; Monitor news and publications for coverage and pass; PR binder maintenance.		3,500.00

BOYER GROUP

INVOICE

DATE	NUMBER
3/30/2009	08.12303

	JОВ	NUMBER
DECCRIONA	НОІ	2.927003
DESCRIPTION	A M	MOUNT
EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. Aileage/tolls to photograph billboard. Les tax		45.007 145.00 14.00 3.71
[] A [] (S.5 00 [])		
	TOTAL	\$8,707.71

DATE	NUMBER
3/31/2009	08.12302

TO THE ATTENTION OF
Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway Suite 100 Frisco, Texas 75034

	JOB N	UMBER
	СКН	923003
DESCRIPTION	A M	TNUC
HALL FINANCIAL GROUP PRAIG AND KATHRYN HALL CORPORATE IMAGE BUILDING CONSULTING OR THE MONTH OF MARCH 2009 rofessional fee for marketing and public relations services performed during the month of March 2009. ROJECTS included: Contact The Real Estate Council and inquire about Fight Night sponsorship and rogram ad, Provide Blocher with latest Kathryn Hall bio; Receive wine proposal from Zapelli; rovide HALL Wines logo to Spence; Update web sites to show Meadows as Art Curator vs. Senior rice President, revise Charitable Giving copy and remove Meadows; Discuss possibilities for top of powntown parking garage for October arts venue opening event; Review Hallwood Energy release and collection in upcoming special insert; Participate in weekly update meetings; Monitor news and ablications for coverage and clips; PR binder maintenance. KYENSES incurred during billing period. onthly press clipping services (pro-rata share). blor copies and supplies. les tax		1,800.00 45.00T 60.00 3.71

DATE	NUMBER
4/30/2009	08.12321

TO THE ATTENTION OF

	JOB NUMBER
	HOP.927004
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS FOR THE MONTH OF APRIL 2009	
Professional fee for marketing and public relations consulting services performed during the month of vil 2009 not invoiced with other specific projects.	
PROJECTS included: Attend Capstone final meeting; Revise, receive approval, coordinate with FBDC, and distribute MillerCoors lease announcement; Brainstorm topics and prepare HOP advertorial for Dallas Business Journal's Frisco Advertising Section; Communicate with Collin County Business Press about news staff changes; Provide HOP information and photography to Dallas Business Journal for Frisco Special Section; Prepare, receive approval and distribute Frisco Family YMCA and TITAN Engineering lease announcements; Provide photography and art description to Verizon Yellow Pages; Distribute the following bundled lease announcements: Bravo Health, Net Traffic, American Unit, DaVita, Boyer Group, LifePath Systems, NAPCO, IGPS Company; Research and prepare news release including the following leases: Town Square Mortgage & Investments Inc., Big Brothers Big Sisters of North Texas, ProAdvocate Group; Communication with the following enants that do not want to be included in our lease announcements: Century Payment Systems, Morlan Ventures; Provide information to Dallas Morning News for potential Tollway story; Communicate with the following regarding advertising: Dallas Morning News, Dallas Business Journal, Collin County Business Press, Frisco Style, On Magazine; Prepare art at Hall Office Park pitch for "free to do" tories; Update business materials order form with order history; Update lease spreadsheet and coordinate with Lomonaco and Langford; Coordinate web site updates with Blocher and Reed, and elete/revise mentions of Meadows; Provide Depker with web site history and marketing action list; esearch CoStar January billings with Spence; Provide American Way with HOP info; Communicate with team regarding not renewing billboard; (continued on next page)	
5.21.04	TOTAL

DATE	NUMBER
4/30/2009	08.12321

	TO THE ATTENTION OF
	Mr. Mark Blocher Hall Financial Group, Ltd.
1	6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034
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	JOB N	JMBER
	HOP.92	27004
DESCRIPTION	AMO	IINT
Provide FEDC with photography for Think Frisco First presentation; Provide art and buildings shotography to Frisco CVB; Respond to City of Frisco art tour request; Research possible pportunities for HOP participation with CoreNet association; Prepare Marketing Budget-to-Actuals TD; Participate in weekly update meetings; Monitor news and publications for coverage and clips; R binder maintenance. penses incurred during billing period. fonthly press clipping service (pro-rata share). olor copies and supplies. ales tax	AMO	45.00 200.00 3.71

DATE	NUMBER
6/30/2009	08.12354

Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway Suite 100 Frisco, Texas 75034	

	JOB NU	MBER
	CKH.92	3006
DESCRIPTION	AMOI	JNT
ALL FINANCIAL GROUP RAIG AND KATHRYN HALL ORPORATE IMAGE BUILDING CONSULTING OR THE MONTH OF JUNE 2009 of sessional fee for marketing and public relations consulting services performed during the month of one 2009 not invoiced with other specific projects. ROJECTS included: Provide Blocher with copy from company profile piece; Schedule C. Hall terview with David Johnson of KRLD; Request copy of Modern Luxury issue focusing on art and cluding C. Hall article; Forward call from Texas Tornado sponsorship representative; Forward calls om Power Travel and Boulder Funds; Email info to K. Hall regarding DCEO wine event opportunity; ocate and Email Kirby photos to Reitz; Handle Fort Worth, Texas Magazine request for photo shoot th Arp; Email HFG logo to Transwestern for Tommy's Nite Out Event; Meetings and phone inferences with C. Hall, Blocher and Spence about Arp situation; Participate in weekly update settings; Monitor news and publications for coverage and clips; PR binder maintenance. CPENSES incurred during billing period. onthly press clipping service (pro-rata share). lor copies and supplies. les tax		2,275.00 45.007 40.00 3.71

DATE	NUMBER
6/30/2009	08.12355

	JOB NU	MBER
	HOP.92	7006
DESCRIPTION	AMOU	JNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS FOR THE MONTH OF JUNE 2009 Professional fee for marketing and public relations consulting services performed during the month of the control of the cont		
PROJECTS included: Contact CBRE about Bank of America lease announcement, no announcement over Bank of America; Provide Blocher with list of printed marketing materials stored at Boyer Group; Receive final approval and distribute announcement including the following leases: Big Brothers Big bisters, Enterprise Staffing Group, Town Square Financial, Proadvocate Group, upload release to web interprise Staffing Group, Town Square Financial, Proadvocate Group, upload release to web interprise Staffing Group, Town Square Financial, Proadvocate Group, upload release to web rovide RealtyNewsReport.com with additional information on bundled news release; Inquire about distribute interprise information for new Dallas relocation magazine; Attend meeting with Dallas Business ournal for new advertising contract; Research Green Business Quarterly proposal for HOP story and endor advertising package; Follow up with CREW News on May Farris newsletter coverage; Create and distribute news release and photography on Hall Collection for travel-related publications; Present Invertising opportunity for Black's Platinum Corridor Map and decline; Request new DCEO editorial declarance and contact editor about stories they are working on; Order and deliver copies of Dallas usiness Journal Frisco Section to Farris; Approve HOP testimonial ad for Dallas Business Journal and does not want to be included; Forward call to Thweatt from Sanyo; Attend meeting with Depker, oncher and Dulaney regarding social media; Review Showcase.com (new CoStar web site for mpanies looking for space); Provide Lomonaco with two HOP jpg and eps images; Research and meetings; Monitor news and publications for coverage and clips; PR binder intenance.		8,500.00
	TOTAL	

BOYER GROUP

INVOICE

DATE	NUMBER
6/30/2009	08.12355

	JOB NUMBER
	HOP.927006
DESCRIPTION	AMOUNT
EXPENSES incurred during billing period. Monthly press clipping services (pro-rata share). Color copies and supplies. ales tax	45.00 120.00
	3.71
[Patalog [])	
C.	
	TOTAL \$8,668.71

BOYER 🌘 GROUP

INVOICE

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DATE	NUMBER
6/30/2009	08.12358

TO THE ATTENTION OF

Mr. Mark Blocher
Hall Financial Group, Ltd.
6801 Gaylord Parkway, Suite 100
Frisco, Texas 75034

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	JOB NI	MBER
	HOP.2	27580
DESCRIPTION	АМО	UNT
HALL OFFICE PARK NEW PHOTOGRAPHY PARTIAL BILLING]		
Create shot list; take new photos for marketing use, web site, and possible virtual tours, both exterior and interior; create thumbnails and present to client; meet with professional photographers for bids; who to editing and clean up; client meetings and overall project management. Fee based on time spent through June 30, 2009 and invoiced at a discounted rate.		2,500.00
Sales tax		206.25
7/10/09		
	TOTAL	\$2,706.25

DATE	NUMBER
7/31/2009	08.12375

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TO THE ATTENTION OF	
Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034	

	JOB NUMBER
	HOP.927007
DESCRIPTION	AMOUNT
ALL OFFICE PARK ARKETING AND PUBLIC RELATIONS OR THE MONTH OF JULY 2009 cofessional fee for marketing and public relations consulting services performed during the month of ally 2009 not invoiced with other specific projects. ROJECTS included: Draft Frisco Style October 2009 issue Best in Business Nomination; Meet with design Guide about advertising; Meet with FEDC about upcoming potential joint promotional events for the City; Provide HOP information to Dallas Business Journal (quarterly), Dallas Morning News quarterly), Frisco Style (art), D CEO (art); Deliver remaining HOP brochures to Blocher; Discuss pollas Business Journal ad contract and 2009-10 commitment with Spence, Blocher and Depker, Deturn contract for six-time minimum commitment; Discuss upcoming advertising opportunities with the following publications: Dallas Business Journal, Dallas Morning News, Marcoa Office Guide, Black's Platinum Corridor Map, D Magazine, D CEO, Collin County Business Press; Prepare Carter BloodDrive info for Dallas Morning News Online Frisco Blog; Meet with new Dallas Morning News Prisco reporter about story ideas and sources; Confirm Napa Broker Trip dates; Review Texas Sculpture Garden videos on YouTube.com; Tenant research and communications for next bundled lease announcement; Discuss Momentum Projects with FEDC; Respond to Chris Phelps, former publisher of DCEO, regarding future lunch with Farris; Update spreadsheet with new lease information; Participate in weekly update meetings; Monitor news and publications for coverage and clips; PR binder maintenance.	8,500.00
EXPENSES incurred during the billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. Sales tax	45.0 190.0 3.7
	TOTAL \$8,738.

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DATE	NUMBER
8/31/2009	08.12394

TO THE ATTENTION OF

	JOB NUMBER
	HOP.927008
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS FOR THE MONTH OF AUGUST 2009 Professional fee for marketing and public relations consulting services performed during the month of ugust 2009 not invoiced with other specific projects. PROJECTS included: Complete and submit Frisco Style Best of Business Nomination with photography, arrange meeting with reporter for finalist discussion; Provide Carter BloodCare blood drive information to DallasNews.com Frisco Blog and FriscoOnline.com; Communication with the following regarding advertising: D CEO, D Magazine, Dallas Business Journal, Dallas Morning News, Texas Real Estate Business, Marcoa Office Guide, Greater Dallas Chamber Directory; Prepare list of HOP buildings and inventory for leasing availability listings in Marcoa Office Guide; Prepare, manage approval process and distribute bundled lease announcement including the following tenants: Carl Walker Inc., Lending Firm and CNERGEN Health Staff PA; Participate in PRSA webinar on traditional media relations vs. social media relations; Research and draft news release announcing Southland Conference renewal, communicate with FEDC who declined to include a quote in this announcement; Budget-to-Date review and rough financial update for Depker; Photograph crane outside 2601 Network and new sculpture installation for publicity purposes; Communicate with Farris and respond to RealtyNewsReport.com and GlobeSt.com requests for occupancy information; Submit HOP info to Dallas Business Journal for its Largest Office Parks List; Research and prepare Bravo Health renewal announcement; Review City of Frisco signage information for E1 banner; Gather photography and burn to disk for HKS; Layout "Benefits of Leasing at HOP" signage, review and revise, approval coordination, printing and fabrication, apply easel backing for Farris presentation;	8,500.00
Update spreadsheet with new lease information; Participate in weekly update meetings; Monitor news and publications for coverage and clips; PR binder maintenance.	
	TOTAL

BOYER GROUP

INVOICE

DATE	NUMBER
8/31/2009	08.12394

	JOB NUM	BER
	HOP.9270	800
DESCRIPTION	AMOUN	Т
EXPENSES incurred during the billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. Sales tax		45.00T 205.00 3.71
[]-(a/18/09[])		
	TOTAL	\$8,753.7

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DATE	NUMBER
9/30/2009	08.12405

TO THE ATTENTION OF

	JOB NUMBER
	HOP.927009
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF SEPTEMBER 2009	
Professional fee for marketing and public relations consulting services performed during the month of leptember 2009 not invoiced with other specific projects.	
PROJECTS included: Confirm recent leases with CoStar; Frisco Style 10/09 Best of Business Issue: meeting with reporter and provide additional HOP information, schedule then cancel photo shoot; Provide Farris with Interface Dallas Conference info for attendance; Communication with the following regarding advertising: DCEO, Dallas Business Journal, Dallas Morning News, Dallas Office Guide, Frisco Style, ON Magazine; Discuss HOP Testimonial ad in DCEO; Research and begin 2010 Marketing Budget; Provide Dallas Office Guide with HOP inventory list for Fall issue; Research and prepare Southland Conference lease announcement, coordinate with Jones Lang LaSalle's PR firm and Frisco EDC, send announcement to Depker for approval; Multiple calls and Emails to KMW Communications Inc. regarding lease announcement, prepared lease announcement and Emailed KMW for review, have not received any response; Receive approvals and distribute Southland Conference lease announcement, upload release to HOP web site; Prepare, receive approvals and distribute Bravo Health lease announcement, upload release to HOP web site; Confirm new MillerCoors suite number and provide to sales rep; Dallas Business Journal 10/30/09 Green Buildings Special Section: pitch	8,500.00
HOP's green initiatives for inclusion in section and Levey as potential roundtable participant; Real Estate Forum November/December issue Green Building Survey: inquire about what section will include and send HOP's green initiatives for consideration; National Real Estate Investor November issue Green Building for Property Managers story: pitch HOP's green initiatives for inclusion in story; Commercial Property News November issue Green/Sustainable Design story: pitch HOP's green	[]
	TOTAL

DATE	NUMBER
9/30/2009	08.12405

TO THE ATTENTION OF
Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	JOB NUMBER
	HOP.927009
DESCRIPTION	AMOUNT
initiatives for inclusion in story; Research and prepare news release announcing new Whitney sculpture, ongoing communication about photography of Iles painting sculpture (hold pending weather); Communication with Management Office regarding sign company requesting roof access to A1, not for HOP signage; Research and draft lease announcement for Advanced Allergy Relief of Texas, communication with tenant and revise draft as tenant would like separate announcement; Research and prepare bundle release including Ventura Custom Homes and Comosoft leases; Creative services to provide Mumford with building photography and "collage" of HOP cartoon ads; Provide HKS with photography for their use on web site; Review Show Me the \$ Ad from Farris; Update spreadsheet with new lease information; Participate in weekly update meetings; Monitor news and publications for coverage and clips; PR binder maintenance. EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. Sales tax	45.00 180.00 3.71
	TOTAL \$8,728.7

-	DATE	NUMBER
	10/30/2009	08.12419

TO THE ATTENTION OF

	JOB NUMBER
	HOP.27587
DESCRIPTION	AMOUNT
HALL OFFICE PARK FRISCO ARTS FESTIVAL DISPLAY BOOTH AND TABLETOP DISPLAY	
Creative services to design booth display artwork to attach to existing booth; production services including printing and print supervision; overall project management; onsite assembly. Creative and oduction services to revise HALL Wines giveaway tabletop display for VIP area; proofing, production, printing, print supervision, assembly; overall project management; mount to gatorboard and apply sturdy easel backing; coordinate pick up of final product.	2,625.00T
Additional time spent includes providing logo artwork to event organizer, review tent specification for best placement of booth and lighting, reserve table and chairs for booth, Email team regarding other incidentals needed for booth, locate and deliver Art Tour maps for event, all related project management.	
EXPENSES associated with project. Color copies and supplies. Mileage/tolls. Sales tax	75.00 6.00 216.56
	TOTAL \$2,922.56

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DATE	NUMBER
10/30/2009	08.12426

TO THE ATTENTION OF

	JOB NU	MBER
	HOP.92	7010
DESCRIPTION	OMA	TNL
IALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING OR THE MONTH OF OCTOBER 2009		
rofessional fee for marketing and public relations consulting services performed during the month of stober 2009 not invoiced with other specific projects.		
PROJECTS included: Research and add 2010 costs to Marketing Budget draft; Total Transportation case announcement: internal approval, coordinate JLL inclusion with its PR firm, provide exclusive to GlobeSt.com, schedule GlobeSt.com interview with Farris, distribute news release, upload release to HOP web site; Communicate with Ventura Custom Homes and expand the news release with additional quotes; Communicate with the following tenants for approval of bundle news releases: KMW Communications, Comosoft Inc., Title Source, Haskell, Daneric Capital Management; Email Thweatt 2009 budget per request; Communication with new media outlet Bisnow.com regarding news at HOP; Communicate with the following regarding advertising and 2010 plans and costs: DCEO, Dallas Morning News, Dallas Business Journal, Collin County Business Press; Prepare news release announcing new Whitney sculpture, Email Whitney Q&A for more information, communication regarding painting of sculpture for photo shoot; Communication and revise Advanced Allergy Relief of Texas news release; Prepare Corepoint lease announcement; Research early photos of park for FEDC; Update spreadsheet with new lease information; Participate in weekly update meetings; Monitor news and publications for coverage and clips; PR binder maintenance.		8,500.00
EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. Sales tax		45.007 130.00 3.71
	TOTAL	\$8,678.71

DATE	NUMBER
11/30/2009	08.12446

TO THE ATTENTION OF

	JOB NU:	MBER
	HOP.92	7011
DESCRIPTION	АМОЦ	INT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF NOVEMBER 2009		
Professional fee for marketing and public relations consulting services performed during the month of ovember 2009 not invoiced with other specific projects.		
PROJECTS included: Communication regarding Marketing Budget draft review and meeting; Communicate with the following regarding advertising: DCEO, Dallas Morning News, Dallas Business Journal, Collin County Business Press, Frisco Enterprise, Greater Dallas Office Guide; Discuss 2010 DMN real estate event opportunities with advertising representative; Review Greater Dallas Chamber Office Guide and note edits needed to be made to property line listings; Prepare and coordinate approvals for the following bundled announcements: Haskell, Daneric Capital Management, Comosoft KMW Communications, TitleSource, ConTherm, Integrated Scientific Systems; Receive approval and distribute Advanced Allergy Relief of Texas lease announcement; Coordinate approval for Ventura Custom Homes lease announcement; Photograph new Whitney sculpture, research and draft news release; Deliver remaining art trifolds; Research and prepare Corepoint Health lease announcement, include FEDC quote; Prepare and provide BisNow.com with Farris quotes for leasing update; Research and communication regarding purchase of easels for Farris presentations; Provide pricing for reprinting Art Tour trifolds (found them in Kristina's office); Update spreadsheet with new lease information; Participate in weekly update meetings; Monitor news and publications for coverage and clips; PR binder maintenance.		8,500.00
EXPENSES incurred. Monthly press clipping service (pro-rata share). Color copies and supplies. Sales tax		45.00T 120.00 3.71
	TOTAL	\$8,668.71

DATE	NUMBER	
12/14/2009	08.12463	V

	JOB NUI	MBER
	HOP.275	79-4
DESCRIPTION	AMOU	NT
HALL OFFICE PARK NEW PHOTOGRAPHY		
Creative services for time spent taking additional photography needed for Hall Office Park web site. Includes shots of buildings, interior lobbies, greenbelt areas and artwork. Iles tax		1,500.00T 123.75
	·	
_		
	TOTAL	\$1,623.75

DATE	NUMBER
1/29/2010	10.12481

TO THE ATTENTION OF

Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	JOB NUMBER
	HOP.1027001
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF JANUARY 2010 Professional fee for marketing and public relations consulting services performed during the month of unuary 2010 not invoiced with other specific projects. PROJECTS included: Complete draft and participate in Marketing Budget meeting, provide final version to team; Communicate with the following regarding advertising: DCEO, Dallas Morning News, Dallas Business Journal, Collin County Business Press, Frisco Style, Greater Dallas Office Guide; Coordinate approvals and distribute the following lease announcements: TitleSource, ConTherm, Integrated Scientific Systems; Provide D Magazine's new visual arts editor with information on The Hall Collection and Texas Sculpture Garden; Communicate with tenants regarding the following lease announcements: Town Square Financial, Corepoint Health, Citrus Energy, Century Payments, iWave Software; Contact National Real Estate Investor regarding the March issue's "Dallas Overview" story and possible inclusion of Hall Office Park; Provide DCEO with team photo and deal information for its March/April issue's Top Brokers story; Research CoStar's www.Showcase.com advertising opportunity for Budget meeting and consideration; Prepare list of marketing items that need to be updated with new leasing contact information; Email Dulaney regarding call for Health Fair; Communicate with DCEO regarding potential testimonial ad; Communicate with Thweatt regarding status and move of leasing sign on Gaylord Parkway; Provide 2595 Dallas Parkway photo to Dulaney per tenant request; Provide HOP logo to Dulaney for Gibson nametag; Provide Blocher with photos of 3010 Gaylord Parkway per request; Prepare draft of letter to tenants announcing Farris replacement; Communicate with Thweatt regarding updated HOP stats to include in news releases; Prepare Farris bio for Invesco panel participation; Pull new editorial data by publication for 2010 master opportunities calendar development; Update spreadsheet with new	8,500.00
2/9/10	TOTAL

D P R D E S I G N

BOYER GROUP

INVOICE

DATE	NUMBER
1/29/2010	10.12481

	JOB NUMBER HOP.1027001
DESCRIPTION	AMOUNT
EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. Sales tax	45.007 165.00 3.71
-219/10-)	
	TOTAL \$8,713.71

DATE	NUMBER
5/6/2010	10.12545

TO THE ATTENTION OF

	JOB NUMBER
	HOP.1027004
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF APRIL 2010 Professional fee for marketing and public relations services provided during the month of April 2010 ot invoiced with other specific projects. PROJECTS included: Coordinate approvals for and distribute the following lease announcements with building photography: Foundation One Insurance Services, PNC Mortgage, Genworth Life Insurance, Citrus Energy and Botsford Group; Provide additional information on new Botsford lease as requested by RealtyNewsReport.com; Research and review the following new lease announcements: Texas Financial-Dallas, Transplace Texas, Rockfish Interactive, Outsource Supply Management and Century Payments; Take additional photographs of Century Payments building signage outside 2601 for possible use with news release; Research multiple recent tenant expansions at Hall Office Park for	8,500.00
possible media pitch; Meet with Kathleen Stewart regarding May FEDC/FCVB weekend with national site selectors and national meeting planners, invite Craig Hall to participate at arrival dinner and confirm, coordinate wine and book gifts for hotel gift baskets, review preliminary agenda, confirm Butler presentation of Hall Office Park the morning of May 22, request list of attendees; Attempt to negotiate comp attendance with Dallas Morning News for May 14th breakfast event featuring Craig Hall, provide info to client, review Email from Steve Brown to Craig Hall regarding topic and forward to team; Meet or talk with the following media outlets regarding upcoming advertising opportunities: Dallas Chamber Office Guide, Black's Guide, Dallas Morning News, Fieldhouse USA and Dallas Business Journal; Follow up with Butler on including past dealmakers in master broker list; Meet with Black's Guide publisher regarding new social networking product (Sherpa) and create memo for discussion with client; Discuss art story opportunity with BisNow, begin prep and gather information; Research and assemble new Hall Office Park photos for Frisco Chamber of Commerce web site redo; Contact DCEO Magazine (again) regarding photo reprint of leasing team for Butler; Search archives for Hall Office Park aerial photography per Butler, contact Frisco EDC for options used on recent map, [Continued on next page]	4
	TOTAL

DATE	NUMBER
5/6/2010	10.12545

TO THE ATTENTION	10	THE	AI.	LEN	T + C	N	-OF
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{	JOB NU	MBER
	HOP.10	027004
DESCRIPTION	A M O	UNT
confirm aerial shoot for May 22 and request pricing to include Hall Office Park; Research Elizabeth Toon Charities and Mike Wyatt Golf Tournament beneficiaries, provide information for future donation requests and availability of gift baskets, Blocher and Spence to coordinate with Butler; Email logo in multiple formats to Kathleen Stewart, Frisco EDC; Confirm Hall Financial Group's bronze sponsorship at upcoming TREC FightNight event and notify client; Update vendor that "customizable" co friendly bottled water information has been turned over to Hall; Respond to mailing list vendor that direct mailer project is currently on hold pending further discussion; Add Masergy logo to 2801 Network photograph and provide in multiple Email formats for use in presentations, create marketing board, mount and deliver per Gibson's request; Respond to technical question on file sizes for graphic outputs; Review past DCEO and Dallas Business Journal publications for sample testimonials for review; Deliver Hall Office Park custom note cards to client; Coordinate interview with Dallas Morning News reporter Steve Brown and Kim Butler for general story on the Dallas leasing market, debrief following conversation; Create action and status list of current projects; Update spreadsheet with new lease information; Participate in weekly update meetings; Monitor news and publications for coverage and clips; PR binder maintenance. EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Color copies and supplies.		45.00T 250.00
Sales tax		3.71
	TOTAL	\$8,798.71

DATE	NUMBER
5/6/2010	10.12549

TO THE ATTENTION OF	
Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway Suite 100 Frisco, Texas 75034	о ра — раз о _н .

	JOB NU	MBER
	СКН.2	3151
DESCRIPTION	АМО	UNT
HALL FINANCIAL GROUP PHOTOGRAPHY ON CD #8 ARCHIVE PROJECT [OCTOBER 2009 THROUGH APRIL 2010] Tydate photography archives with thumb nail print outs; make color adjustments as needed for new nages; take new photos of tulips in bloom at Hall Office Park entrance signage and in front of HOP Rabbits for future use; add multiple new property, business unit and personnel images as added or altered during billing period. Update binder with revised pages, burn new CD and deliver. Sales tax	AMO	1,200.007
	TOTAL	\$1,299.00

DATE	NUMBER
5/31/2010	10.12568

TO THE ATTENTION OF

The second of th	JOB NUMBER
7/1/10	HOP.1027005
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF MAY 2010 Professional fee for marketing and public relations consulting services performed during the month of May 2010 not invoiced with other specific projects. PROJECTS included: Coordinate Frisco Style's "Person of the Year" event with Dulaney and Frisco Style publisher, schedule Ducky Bob's rentals delivery and oversee, attend reception at 6801 Gaylord lobby, handle overall communication between Frisco Style and HFG; Review, select and provide Hall Office Park photography to Frisco Chamber of Commerce for web site; Provide leasing team with invitation for May 12th DCEO happy hour; Order 5" x 7" uncropped photo (including Gibson) of leasing team from DCEO broker event and published by magazine, deliver to Butler as requested; Communicate with NTCAR regarding inclusion of gatefold brochure in goody bags for golf tournament; Contact Habsler to request update on number of works of art at the park, update website and boilerplate to reflect "more than 200" works; Provide information on Butler as a source for the Dallas Business Journal's upcoming commercial real estate special sections and inquire about participation in round table discussions; Research, review and talk with tenants about the following new lease announcements: Rockfish Interactive, Century Payments, Tribridge, ActionCOACH, Viamedia, Perquest and Timberhorn; Contact American Airlines Center about suite rentals for upcoming concerts, provide dates for Eagles and Carrie Underwood to Butler, determine no for both; Communicate and coordinate Hall Office Park aerial photo shoot on May 22, provide information and pricing to leasing team; Discuss upcoming story on art and landscaping at Hall Office Park with EisNow; Contact Dulaney to discuss trade show booth for NTCAR Expo in September; Communicate with Interface Conferences regarding potential Dallas summer conference; Review budget-to-actuals, research and prepare new June through December marketing projections; Communicate	8,500.00
	TOTAL

BOYER GROUP

INVOICE

DATE	NUMBER
5/31/2010	10.12568

	JOB NUMBER
	HOP.1027005
DESCRIPTION	AMOUNT
Hall Office Park; Provide Frisco demographics to Blocher as requested; Obtain two issues of DCEO's May/June issue and deliver to Butler; Help Gibson load six boxes of gatefold brochures into HOP van; Replace HOP business materials in mailroom; Research calls for Butler going to Spence (CoStar listing error); Assist Gibson with downloading Genband graphic files to his computer; Email Green about artists gloves for handling marketing boards; Print broker contact lists and archive for future reference; Scan and Email Hall Office Park February consulting invoice to Spence; Request that Reed disable markdepker@hallfinancial.com (was set up for April 29th broker wine tasting invite and RSVP), confirm that account is deactivated, test Email address and notify Reed that account is still active; Prepare submission for Collin County Business Press listing of Largest Office Parks; Communicate with the following media outlets regarding advertising: Fieldhouse USA, Black's Guide, BisNow, Dallas Business Journal, Dallas Morning News, DCEO; Participate in client conferences and update meetings; Monitor news and publications for coverage and clips; PR binder maintenance. EXPENSES incurred during billing period: Monthly press clipping service (pro-rata share). Color copies and supplies. Milcage/tolls/parking for press checks. Photo reprint from DCEO. Sales tax	45.00T 250.00 58.00 35.00
	TOTAL \$8,891.71

BOYER 🧔 GROUP .

INVOICE

DATE	NUMBER
6/18/2010	10.12565

	JOB NU	MBER
	HOP.27	613
DESCRIPTION	АМО	UNT
HALL OFFICE PARK ART TOUR FLYER PDF		
Creative services fee to revise double-sided art tour flyer for web site (and for printing as needed). Time spent includes adding new significant art in the park, replacing and removing art as needed, evising art identification captions, updating flat master plan; replace old photography with newer, reaner shots and take new photos of Rogers' sculpture. Create PDF file and upload to web site.		1,000.00T
Sales tax		82.50
	TOTAL	\$1,082.50

BOYER GROUP INVOICE

DATE	NUMBER
7/13/2010	10.12578

TO THE ATTENTION OF	
Mr. Mark Blocher Hall Financial Group 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034	

	JOB NUM	BER
	HOP.2760	04
DESCRIPTION	л м о u i	NT
HALL OFFICE PARK MARKETING BROCHURE Creative and production services fee to revise and reprint the Hall Office Park marketing brochure, tabs and seven inserts. Includes copy rewrites, design revisions, replacement/new photography, multiple reviews and changes, approval coordination, pre-press production, printing and print supervision for 2,000 qty. [Note: Five boxes of brochures delivered to Hall Office Park; balance stored	2	22,000.00T
temporarily at Boyer Group offices.] EXPENSES associated with project. Mileage/tolls/parking for two press checks. Color copies for comps and approvals. Sales tax		68.50 35.00 1,815.00
7/16/10		
	TOTAL	\$23,918.5

BOYER OGROUP

INVOICE		
DATE	NUMBER	
7/22/2010	10.12589	

TO THE ATTENTION OF

	JOB NUMBER
	HOP.1027006
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF JUNE 2010	
Professional fee for marketing and public relations consulting services performed during the month of June 2010 not invoiced with other specific projects.	
Work on the following new lease announcements: Rockfish Interactive, Texas Financial-Dallas, Tribridge, ActionCOACH, Viamedia, Perquest, Century Payments, OSMGroup, Timberhorn, Transplace Texas; Distribute Rockfish announcement, follow-up with media and closely monitor for placements; Handle calls from the following regarding advertising: Fieldhouse USA, Globest.com, Dallas Morning News; Pull and review marketing related expenses for Hall Office Park YTD and prepare budget to actuals comparison spreadsheet; research and prepare July through December revised forecast including list of optional activities for further discussion; Update 2010 editorial calendar with mid-year changes; Review current media list and update; Continue research on social media marketing and related vehicles for enhancing placements and coverage; Deliver multiple aerial photographs to Blocher for discussion, review and selection; Follow-up with photographer on promised touch-ups of images; Scout locations for DBJ photoshoot to accompany corporate art story and coordinate with Depker and Butler, review printed piece, provided copies to client and archive; Request latest occupancy rate data on the park and update Collin County Largest Office Parks listing to reflect current numbers; Review inventory of Hall Office Park business materials at BG offices, deliver extra letterhead, envelopes and business cards to client; Handle Butler email from DBJ vendor regarding story reprints; Update Hall employee names and contact info for internal use; Handle after-hours phone call from distressed tenant's husband (she could not locate contact information for courtesy patrols); Call Hall Financial Group and Hall Office Park phone numbers after-hours and transcribe recordings to make sure emergency information provided (provided for Hall Office Park bu not for Hall Financial Group); Discuss upcoming story on art being prepared by BisNow; Research official census information on City of Frisco population for use on future releases; [Continued on next page.]	
,	TOTAL

BOYER 📵 GROUP

INVOICE		
DATE	NUMBER	
7/22/2010	10.12589	

TO THE ATTENTION OF

	JOB NUM	BER
	HOP.102700	06
DESCRIPTION	AMOUN	1 T
Cest Depker email account (created for April 29th broker event) to make sure disabled, notify Chris Reed with instructions; Copy ads and articles featuring Hall Office Park and Hall Financial Group for display in employee common areas at Hall Office Park; Review Frisco Square's new iPhone application featuring its tenants, floorplans and property amenities; Handle inquiry from nearby apartment community wanting to advertise in park newsletter; Review and forward articles in DMN and DBJ on Genband lease; Discuss Frisco Family Services' annual golf tournament with Biddle; Place STA Travel logo art on outside of 3011 Internet Building to present signage opportunities to prospective tenant (show logo art two ways per web site); Format and email jpg file of the park's master plan showing location of amenities to Butler; Participate in client conferences and update meetings; Monitor news and publications for coverage and clips; PR binder maintenance. EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. Sales tax		45.00° 260.00 3.71
	TOTAL	\$8,808.7

BOYER 🗑 GROUP

INVOICE

DATE	NUMBER
8/17/2010	10.12603

TO THE ATTENTION OF

(Catalo)	JOB NUMBER HOP.1027007
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF JULY 2010 PROJECTS included: Work on the following new lease announcements: Texas Financial - Dallas, Century Payments, OSM Group, Timberhorn, Transplace Texas, Scheef & Stone, Prosperity Bank, Starwood Medical Offices; Coordinate and sit in on conference call with Dallas Morning News Neighbors Go writer and Kim Butler regarding the Texas Sculpture Garden as a tourist draw to Frisco, handle pre-interview bricfing on both sides and provide selected art photography to publication; Draft responses to art-related interview questions for August Bisnow.com feature story on corporate art in the Metroplex and provide to Butler for review and edits; Discuss face-to-face meeting with Hall Office Park representatives and new Collin County Business Press managing editor and publisher (to be scheduled in August); Compile list of recent lease transactions and provide to Dallas Business Journal with related building photography for Commercial Real Estate Quarterly special section; Brainstorm ideas for obtaining Hall Office Park exposure during NTCAR's upcoming November membership meeting to be held at the Wyly Theatre in the Arts District; Research options, opportunities and pricing for Dallas Cowboys and Big 12 Football Title suite rentals at Cowboys Stadium and add to marketing list for further discussion; Provide list of upcoming concerts and ticket prices including Tom Petty/ZZ. Top at Starplex; Handle sales calls and inquiries from the following media outlets and venues regarding advertising: Fieldhouse USA, Dallas Morning News, Dallas Business Journal, Black's Platinum Corridor Map, Bisnow.com, Frisco RoughRiders; Research and prepare Hall Office Park YTD budget to actuals comparison spreadsheet, research and draft July through December revised forecast with list of new marketing options/ideas, meet with Butler to review; Request and deliver extra copies of July DCEO Magazine that includes Hall Office Park leasing team testimonial ad; Update me	8,500.00
	TOTAL

BOYER 🗑 GROUP

INVOICE

DATE NUMBER

8/17/2010 10.12603

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	TO THE ATTENTION OF
	Mr. Mark Blocher
	Hall Financial Group
	6801 Gaylord Parkway, Suite 100
	Frisco, Texas 75034

	JOB NUM	ABER
	HOP.1027	7007
DESCRIPTION	амои	NT
to Hall Office Park tenants and add to list of updates to be made to web site; Locate and send publicity photo to Butler for her use with CREW Dallas membership directory; Select and provide key ads and articles featuring Hall Office Park and Hall Financial Group for display in employee breakroom; Participate in client conferences and update meetings; Monitor news and publications for coverage and clips; PR binder maintenance. EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. Sales tax		45.00T 160.00 3.71
	TOTAL	\$8,708.71

DATE	NUMBER
9/30/2010	10.093012

TO THE ATTENTION OF

	JOB NUMBER
	HOP.127008.1
DESCRIPTION	AMOUNT
IALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING FOR THE MONTH OF AUGUST 2010 Professional fee for marketing and public relations consulting services provided during the month of	
August 2010 not invoiced with other specific projects. PROJECTS included: Work on the following lease announcements: Moore Insurance, ThinkGeo, Prosperity Bank Texas, Starwood Medical, Recursion Software, Timberhorn (LRK), Scheef & Stone, Genband, Viamedia, Navistar, Century Payments and Bank of America; Genband transaction release provided as exclusive to Dallas Morning News after extensive interview coordination and addition of quotes from Genband executive, brokers and Frisco Economic Development Corporation; Reviewed coverage and discussed distribution with CBRE marketing representative and others; Additional Genband media distribution; Navistar and Bank of America declined publicity opportunities; Century Payments' release expanded to include INC 500 information; Provide photography of artwork with ID information to Texas Co-op Power Magazine; Follow-up with Collin County Business Press and	8,500.00
edit and submit responses to editor's Q&A Discuss advertising opportunities with Texas Eegends, Liberty Christian, Texas Tornado, DCEO Magazine, Dallas Business Journal; Meet with DBJ ad manager regarding upcoming contract and rates; Research, prepare, coordinate approvals and submit Hall Office Park for Largest Office Parks list in Dallas Business Journal; Coordinate Depker interview with Action Coach representative for Frisco Style's Best of Business Award including briefing and attendance at interview; Invite Hall representatives to DCEO Magazine Networking Event; Advise Butler on handling Genband brokers and upcoming Napa reward trip; Meet with DBJ writer Karen Nielsen re upcoming story opportunities; Begin research for story pitch on available blocks of space north of 121; Research and submit story pitch to Dallas Business Journal re two Hall Office Park tenants on INC 500 list; Review BizWire media list for possible additions; Research and provide concert and entertainment options to Butler including American Airlines Center; Send info on Blue	F10[19] 10
[Continued on next page.]	TOTAL

BOYER 🍪 GROUP

INVOICE

DATE	NUMBER
9/30/2010	10.093012

	TO THE A	ATTENTION OF	
6801 Ga	Blocher ncial Group, Ltd. Nord Parkway, Su exas 75034		

	JOB NU	A B E R
	HOP.12700	8.1
DESCRIPTION	л м o u	NT
Man Group to Butler for consideration; Notify team that Christine Perez now managing editor for DCEO Magazine; Handle inquiries from CBRE re obtaining more press from Genband announcement; Talk with DCEO re upcoming real estate blog and how to participate; Research December downtown holiday parade and provide preliminary info to Butler; Participate in client conferences and update meetings; Monitor news and publications for coverage and clips; PR binder maintenance.		
XPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies.		45.00T 90.00
Sales tax		3.71
·		
	TOTAL	\$8,638.71

BOYER GROUP INVOICE

DATE	NUMBER
9/30/2010	10.093001

тотн	E ATTEN	TION OF	
Mr. Mark Blocher Hall Financial Group 6801 Gaylord Parkway Suite 100 Frisco, Texas 75034			

	JOB NUN	BER
	CHK.2316	51
DESCRIPTION	лмои	NT
HALL FINANCIAL GROUP PHOTOGRAPHY ON CD #9 ARCHIVE PROJECT [MAY 2010 THROUGH AUGUST 2010] Update photography archives with thumb nail print outs; make color adjustments as needed; add new photos of Hall Office Park panoramic and landscapes, exterior shots of 3011, Hilton Polaris, Long Island Holiday Inn, DFW Holiday Inn, The Travis at Katy Trail, Wyndham Garden Inn, Staybridge Suites, Laredo, Spirit, Four Ravens Nevermore, and wine product shots. Update binder with revised pages and tabs, burn new CD and deliver. Sales tax		1,200.00 T 99.00
10/13/10		
	TOTAL	\$1,299.0

BOYER GROUP

INVOICE		
DATE	NUMBER	
9/30/2010	10.093003	

TO THE ATTENTION OF
Mr. Mark Blocher Hall Financial Group 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	JOB NUMBER HOP.27627
DESCRIPTION	AMOUNT
HALL OFFICE PARK LOBBY KIOSKS Creative, design and consulting services provided to review initial concepts and suggest revisions; provide detailed content and copy for all kiosk pages including reviews, proofing and revisions; research photography archives and provide images on CD for each page and each section in format pecified for input; create XML pages and place photography and related documents directly on Hall Office Park server; participate in tests and functionality discussions and meetings; provide thumbnails of all pages for design review and direction to client throughout process; review finished kiosks by building and troubleshoot.	7,250.00T
EXPENSES associated with project. Color outputs for design review and approval; CDs. Sales tax	45.00 598.13
	TOTAL \$7,893.13

BOYER 🗑 GROUP

INVOICE		
DATE	NUMBER	
9/30/2010	10.093015	

	TO THE ATTENTION OF
-	Mr. Mark Blocher Hall Financial Group, Ltd. 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

	JOB NUMBER HOP.27621.2
DESCRIPTION	AMOUNT
HALL OFFICE PARK WEB SITE UPDATES AND MAINTENANCE FOR THE MONTHS OF MAY, JUNE, JULY AND AUGUST 2010	
Professional fee for the ongoing maintenance and upkeep of the Hall Office Park web site. Includes request of new Dallas Baptist University classroom shot; Review of releases on-line and "as seen in" nocuments prepared for uploading if approved; Investigate issues with uploading PDF files and photography; Talk with Calvin Glenn and Chris Reed for solution (yet to be resolved); Discuss problems with floor plans and upload new plans per Gibson; Request/receive username and password updates for server access and changes; Review coding for homepage and options for updating copy/content and adding new marketing flyers; Investigate how to add multiple PDFs; make design revisions to update available square footages (change out 2801 Network since Genband lease); Drive Hall Park Pavilion and add new tenants; Review floorplan PDFs and make note of plans with errors to be resolved (web URL and horizontal vs. vertical position); Review Texas Sculpture Garden site and make list of recommended changes (to be discussed); Respond to Chris Reed inquiry regarding Google functionality and links; Modify site content to reflect 200+ works of art in and around the park.	2,062.50
Sales tax 10 [15] 10	
	TOTAL \$2,062.50

DATE	NUMBER
11/10/2010	10.101006

тотн	E ATTENTION OF
Mr. Mark Blocher Hall Financial Group 6801 Gaylord Parkway	
Suite 100 Frisco, Texas 75034	
,	

	JOB NUI	MBER
	CKH.10230	10.1
DESCRIPTION	AMOU	NT
HALL FINANCIAL GROUP DALLAS CITY ARTS CALENDAR SPONSORSHIP FEE		
Reimbursement for sponsor page(s) in the "Fine Art in Dallas" 2010 desk calendar. Includes one-or two-page sponsorship featuring art by Betsy Bass including logos and websites for Hall Financial froup, Hall Office Park, and HALL Wines. Calendar will be distributed to 15,000+ Park Cities, Preston Hollow and Lakewood residences within the next 30 to 60 days. Sponsorship approval received from Craig Hall's office via Tammy Pusateri on November 3, 2010.		1,765.00
Sales tax		0.00
[=11/30/10]		
	TOTAL	\$1,765.0

BOYER 🗑 GROUP

INVOICE

DATE	NUMBER
2/1/2011	11.020801

TO THE ATTENTION OF

PROJECTS included: Research Facebook, Twitter and LinkedIn sites for participation recommendations, draft list of posts to consider for Facebook page updates and investigate how to create a distinct, customized landing page; Communicate with DCEO and Dallas Business Journal regarding 2011 advertising contracts; Invite leasing team to DCEO quarterly happy hour; Provide DCEO with deal information for the Top Brokers story planned for the March issue; Create new spreadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize spreadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize spreadsheet for participation of the march issue; Create new 2011 marketing budget and email to team; Send color and black and white versions of Hall Office Park logo in EPS format to Spence for Frisco Chamber awards event; Contact DCEO to inquire about master invitation list for future events; Research upcoming schedule of Dallas concerts for possible broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker; Begin Kim Butler's Heavy Hitters nomination draft for 2010 for the Dallas Business Journal, request leasing pipeline report from Gibson; Field call from Frisco Chamber and provide data to Blocher as requested; Investigate video marketing and virtual tours for possible use on the Hall Office Park website; Prepare and submit listing for Dallas Business Journal's Largest Leases of 2010; Work on the following lease announcements: ABSG, Genesis 10, Genesis Networks, Staffing Technologies and Brown & Gay Engineers; Receive demographics update from Thweatt and update boilerplate accordingly; Handle call from FC Dallas regarding entertainment options for client events; Research barcode marketing; Print and archive Genband nomination submitted to Dallas Business Journal for consideration as a Best Real Estate Deal; Participate in client conferences and		
DESCRIPTION AMOUNT ALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING OR THE MONTH OF JANUARY 2011 Trofessional fee for marketing and public relations consulting services provided during the month of annuary 2011 not invoiced with other specific projects. PROJECTS included: Research Facebook, Twitter and LinkedIn sites for participation commendations, draft list of posts to consider for Facebook page updates and investigate how to create a distinct, customized landing page; Communicate with DCEO and Dallas Business Journal regarding 2011 advertising contracts; Invite leasing team to DCEO quarterly happy hour; Provide DCEO with deal information for the Top Brokers story planned for the March issue; Create new spreadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize spreadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize spreadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize spreadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize spreadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize spreadsheet for 2011 HoP leases and update with new deals provided by Blocher; Revise and finalize spreadsheet for 1011 HOP leases and update with new deals provided by Blocher; Revise and finalize spreadsheet for Frisco Chamber awards event; Contact DCEO to inquire about the properties of the provided provided by Blocher; Revise and finalize spreadsheet for Frisco Chamber and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker entertainment options for the Dallas publicated boilephate accordingly; Handle call from FC Dallas regarding entertainment options for client events; Research barcode marketing; Print and archive Genband nomination submitted to Dalla		JOB NUMBER
ALL OFFICE PARK IARKETING AND PUBLIC RELATIONS CONSULTING OR THE MONTH OF JANUARY 2011 rofessional fee for marketing and public relations consulting services provided during the month of anuary 2011 not invoiced with other specific projects. ROJECTS included: Research Facebook, Twitter and LinkedIn sites for participation commendations, draft list of posts to consider for Facebook page updates and investigate how to reate a distinct, customized landing page; Communicate with DCEO and Dallas Business Journal egarding 2011 advertising contracts; Invite leasing team to DCEO quarterly happy hour; Provide egarding 2011 advertising contracts; Invite leasing team to DCEO quarterly happy hour; Provide open with deal information for the Top Brokers story planned for the March issue; Create new DCEO with deal information for the Top Brokers story planned for the March issue; Create new precades to 1011 HOP leases and update with new deals provided by Blocher; Revise and finalize preadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize preadsheet for 2011 for marketing budget and email to team; Send color and black and white versions of Hall Office Park 2011 marketing budget and email to team; Send color and black and white versions of Hall Office Park 2011 marketing budget and email to team; Send color and black and white versions of Hall Office Park 2011 marketing budget and email to team; Send color and black and white versions of Hall Office Park 2011 for five period by the principal of the Dallas 2011 for the Dallas 2011 marketing budget and email to team; Search 2011 marketing budget and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide	02/22/11	HOP.1127001
ARKETING AND PUBLIC RELATIONS CONSULTING OR THE MONTH OF JANUARY 2011 rofessional fee for marketing and public relations consulting services provided during the month of anuary 2011 not invoiced with other specific projects. ROJECTS included: Research Facebook, Twitter and LinkedIn sites for participation ecommendations, draft list of posts to consider for Facebook page updates and investigate how to reate a distinct, customized landing page; Communicate with DCEO and Dallas Business Journal egarding 2011 advertising contracts; Invite leasing team to DCEO quarterly happy hour; Provide egarding 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize preadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize logo in EPS format to Spence for Frisco Chamber awards event; Contact DCEO to inquire about master invitation list for future events; Research upcoming schedule of Dallas concerts for possible master invitation list for future events; Research proportunities with Frisco Chamber and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker entertainment options; Discuss advertising opportunities with Frisco Chamber and provide broker entertainment options for list Relocation Guide; Research past CEL Awards won by HOP requesting photos of art at the park for its Relocation Guide; Research past CEL Awards won by HOP requesting photos of art at the park for its Relocation Guide; Research past CEL Awards won by HOP requesting photos of art at the park for its Relocation Guide; Research past CEL Awards won by HOP requesting photos of art at the park for its Relocation Guide; Research past CEL Awards won by HOP req	DESCRIPTION	AMOUNT
[Continued next page.]	ARKETING AND PUBLIC RELATIONS CONSULTING OR THE MONTH OF JANUARY 2011 rofessional fee for marketing and public relations consulting services provided during the month of anuary 2011 not invoiced with other specific projects. ROJECTS included: Research Facebook, Twitter and LinkedIn sites for participation ecommendations, draft list of posts to consider for Facebook page updates and investigate how to reate a distinct, customized landing page; Communicate with DCEO and Dallas Business Journal egarding 2011 advertising contracts; Invite leasing team to DCEO quarterly happy hour; Provide eDCEO with deal information for the Top Brokers story planned for the March issue; Create new preadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize preadsheet for 2011 HOP leases and update with new deals provided by Blocher; Revise and finalize good in EPS format to Spence for Frisco Chamber awards event; Contact DCEO to inquire about master invitation list for future events; Research upcoming schedule of Dallas concerts for possible provide entertainment options; Discuss advertising opportunities with Frisco Chamber and provide pricing to Blocher; Begin Kim Butler's Heavy Hitters nomination draft for 2010 for the Dallas Business Journal, request leasing pipeline report from Gibson; Field call from Frisco Chamber requesting photos of art at the park for its Relocation Guide; Research past CEL Awards won by HOF and provide data to Blocher as requested; Investigate video marketing and virtual tours for possible used to the Hall Office Park website; Prepare and submit listing for Dallas Business Journal's Largest on the Hall Office Park website; Prepare and submit listing for Dallas Business Iournal's Largest Leases of 2010; Work on the following lease announcements: ABSG, Genesis 10, Genesis Networks, Staffing Technologies and Brown & Gay Engineers; Receive demographics update from Thweatt and update boilerplate accordingly; Handle call from FC Dallas regarding entertainment options for	20 E

BOYER 🛭 GROUP

INVOICE

DATE	NUMBER
2/1/2011	11.020801

TO THE ATTENTION OF

Mr. Mark Blocher
Hall Financial Group
6801 Gaylord Parkway, Suite 100
Frisco, Texas 75034

	JOB NUM	1 B E R
	HOP.11270	001
DESCRIPTION	амои	ТИ
pdate meetings; Monitor news and publications for coverage and clips; PR binder maintenance.		
EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. Courier to deliver bottle of HALL wine to Christine Perez at D Magazine. Sales tax		45.00T 100.00 12.00 3.71
	TOTAL	\$8,660.

DATE	NUMBER
3/8/2011	11.030801

TO THE ATTENTION OF

Mr. Mark Blocher Hall Financial Group 6801 Gaylord Parkway, Suite 100 Frisco, Texas 75034

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03/15/	エーリ

JOB NUMBER

HOP.1127002

AMOUNT

DESCRIPTION

MARKETING AND PUBLIC RELATIONS CONSULTING SERVICES

FOR THE MONTH OF FEBRUARY 2011

HALL OFFICE PARK

Professional fee for marketing and public relations consulting services provided during the month of February 2011 not invoiced with other specific projects.

8,500.00

PROJECTS included: Work on the following lease announcements: Genesis 10, Genesis Networks, Card Payment Services, Adobe Title, Independent Propane, MPG Ventures, Catalyst Rx, MDI Achieve, Securities Transfer Corp., Astadia, Brocade Communications Systems, Pond Robinson & Associates LP, ThyssenKrupp Elevator, Cerion Optimization Services, FiServ, Navistar International Corporation, Fortis Foods International and ABSG; Research additional key points for "2010 End of Year" News Release, provide new draft to Depker and team for review, discuss strategy and timing; Consider announcing or teasing new construction on final two buildings (not yet); Review criteria, instructions and forms for 2010 Dallas Business Journal's Heavy Hitters of Real Estate nominations; Research transactions done (including Transwestern), biographical info, and relative dates; Draft, review, edit, coordinate approvals and revisions, and submit Kim Butler nomination on-line to DBJ; Provide DBJ with list of Top 25 Lists Hall Office Park will provide information for this year; Handle participation and sponsorship request from Frisco Association for the Arts for upcoming arts festival (declined); Review sponsorship information for upcoming CREST Expo tradeshow; Discuss changes made to marketing materials removing DBU-Frisco as tenant is now not leaving the park for several months; Receive Facebook notification regarding adding Hall Office Park as a "place" for users to identify visits; Research finalists for DBJ's Best Real Estate Deals and Email to Butler; Receive introduction of new commercial real estate writer at Dallas Business Journal, Candice Carlisle; Update media list with new contact info, research and review bio; Deliver Doak Walker Awards tickets to Butler; Provide Frisco Chamber Relocation Guide editor with photography of select works of art from The Hall Collection and Texas Sculpture Garden and panoramic shot, provide photo identification/captions and photo credit information, send writer printed art map [Continued on next page].

TOTAL

DATE	NUMBER
3/8/2011	11.030801

TO THE ATTENTION OF

	JOBNU	MBER
	HOP.112	7002
DESCRIPTION	AMOU	JNT
brochure for reference, review multiple proofs and submit changes; Handle advertising inquiries from the following media outlets: Dallas Morning News, Dallas Business Journal, DCEO, Bisnow.com, Dallas Chamber Real Estate Guide; Search photo archives and provide headshot in two file formats to Kim Butler for submission to CREW for membership directory; Discuss Frisco OnLine public post with leasing team, research source and provide options for responding; Add Starside Pediatrics to Hall Park Pavilion page on web site; Note problem with 2601 building tenant directory and Email screen shot to Chris Reed; Confirm leasing team received invitation and is attending DCEO Magazine's real estate happy hour; Research options and pricing for adding virtual tours and other features on web site; Email photographs of 2601 Network Boulevard to client as requested; Research the use of barcodes on advertisements and consider; Update 2011 lease spreadsheet with new transactions; Participate in client conferences and update meetings; Monitor news and publications for coverage and clips; PR binder maintenance. EXPENSES incurred during billing period. Monthly press clipping service (pro-rata share). Color copies and supplies. PR binder supplies (to complete 2010 and begin 2011). Reimbursement for multiple aerial shots of Hall Office Park per approved estimate.		45.00T 100.00 150.00 1,000.00T 86.21
	TOTAL	\$9,881.21

DATE	NUMBER
4/11/2011	11.033103

TO THE ATTENTION OF

[-\ou 24[1])	JOB NUMBER HOP.127003
DESCRIPTION	AMOUNT
HALL OFFICE PARK MARKETING AND PUBLIC RELATIONS CONSULTING SERVICES FOR THE MONTH OF MARCH 2011	
Professional fee for marketing and public relations consulting services provided during the month of March 2011 not invoiced with other specific projects.	
PROJECTS included: Research, draft, revise and submit Dallas Business Journal's Heavy Hitters momination for Kim Butler; Distribute end of year release featuring: GENBAND, Astadia, Timberhorn, Brocade Communications Systems; Pond, Robinson & Associates LP, ThyssenKrupp Elevator, Cerion Optimization Services, Navistar International Corporation and Fortis Foods International; Work on the following lease announcements: ABSG, Fiserv, Starwood Medical Offices, Recursion Software, Kenexa, Catalyst Rx, Bank of America, Securities Transfer Corporation, Genesis 10, Calpont, ProAdvocate, Genesis Networks, Card Payment Services, Adobe Title, Independent Propane, MPG Ventures and MDI Achieve; Draft release encouraging summer art tours at Hall Office Park; Review process of posting releases and photos online; Discuss new two-page commercial real estate spread with Dallas Business Journal representative; Handle advertising inquiries from the following media outlets: Dallas Business Journal, Dallas Morning News and Bisnow; Discuss upcoming Dallas Morning News breakfast and mark on calendar; Invite leasing team to April 7th D Magazine blog launch event (RealPoints!), follow up and coordinate RSVPs; Compile and submit list of deals with corresponding photography for content on RealPoints; Review white paper on social media and marketing; Provide Kansas City reporter with art fact sheet and photos for possible future stories; Email Hall Office Park panoramic and Jaguar photos to Ben Johnson for consideration in National Real Estate Investor's annual Dallas Review; Research coverage and history associated with Holliday Fenoglio and Fowler release announcing refinance of three Hall Office Park buildings; Discuss NTCAR Expo participation and upcoming deadlines; Update 2011 lease spreadsheet with new transactions; Proof and edit Texas Sculpture Garden and Hall Collection artwork copy for Frisco Chamber Relocation Guide writer; Review new options for virtual tour/video marketing; Complete (Continued on next page.)	8,500.00
	TOTAL

B O Y E R 📵 G R O U P

INVOICE

DATE	NUMBER
4/11/2011	11.033103

TO THE ATTENTION OF

Mr. Mark Blocher

Hall Financial Group

6801 Gaylord Parkway, Suite 100

Frisco, Texas 75034

	JOB N	UMBER
	HOP	.127003
DESCRIPTION submission form on Hall Office Perk to watch C. W. C.	A M	OUNT
submission form on Hall Office Park to update Collin County Business Press Broker/Developer isting, Review and provide details on new Koll Development build-to-suit in Legacy; Prepare labels or 2011 PR binders, organize and file clips; Participate in client conferences and update meetings; Monitor news and publications for coverage and clips; PR binder maintenance.		
XPENSES incurred during billing period. fonthly press clipping service (pro-rata share). olor copies and supplies.		45.00 150.00
ales tax		3.71
÷		
	TOTAL	\$8,698.71

DATE	NUMBER
6/16/2011	11.061605

TO THE ATTENTION OF

	JOB NUMBER
[No[28[1]	HOP.1127005
DESCRIPTION	AMOUNT
ALL OFFICE PARK IARKETING AND PUBLIC RELATIONS CONSULTING SERVICES OR THE MONTH OF MAY 2011	
rofessional fee for marketing and public relations consulting services provided during the month of ay 2011 not invoiced with other specific projects.	
ROJECTS included: Finalize and distribute news releases to business and real estate trade media at lets announcing the following Hall Office Park leases signed: MDI Achieve, ABSG, Securities ansfer, Genesis Networks, MPG Ventures, Independent Propane Company, Card Payment Services, enesis10, Adobe Title; Work underway on news releases for the following tenants: Fiserv, Catalyst Coassidian Communications, Stuber Cooper Voge, Southwestern Investment, Calpont, Wolfe dwell & McCoy, ProAdvocate Group, CKK Home Décor, Green Hills Software, Modeci, Geo Tag, Omega, Come See the Art at HOP this Summer; Agreed not to announce leases with the following: allo and Altria. Discuss concerns about Heavy Hitters' write-up in the Dallas Business Journal with other; Prepare and deliver articles and ads for displaying in-house at Hall Financial Group; Prepayer Group offices for prospective tenant tour; Respond to request for placing new art tour brochure. Texas Sculpture Garden Web site; Forward article on new Trammell Crow development with Hall fice Park mention; Meet or talk with the following media outlets regarding advertising opportunities: acting with Depker and Blocher; Review virtual tour providers for possible future use; Review object Email lists in Swiftpage for most recent; Pitch Butler for July Texas Overview feature in Real tate Forum; Discuss using Butler as source for DBJ's May commercial real estate special section; apare and submit current park data for DBJ's Largest Office Portfolio list; Notify Chris Reed that not Tree site URLs are still being recognized as linked to Hall Office Park; Begin research and nuning for 2011 NTCAR Expo; Start investigating new marketing efforts for the park per Craig, cuss with Butler, brainstorm ideas and send meeting request to team; Research pros/cons on apps vs. bile web solutions; Participate in client conferences and update meetings; Monitor news and oblications for coverage and clips; PR binder maintenance. [Continued next page].	8,500.00
	TOTAL

DATE	NUMBER
6/16/2011	11.061605

TO THE ATTENTION OF

Mr. Mark Blocher

Hall Financial Group

6801 Gaylord Parkway, Suite 100

Frisco, Texas 75034

·	JOB NUI	MBER
	HOP.11	27005
DESCRIPTION	AMO	JNT
(Note: Time spent during May was double the amount of time covered in the retainer agreement due primarily to the number of lease announcements in the pipeline. An additional invoice for time spent TBD based on upcoming meeting with client.)		
EXPENSES incurred during billing period: Monthly press clipping services (pro-rata share). Color copies and supplies (amount is due to the large volume of releases sent out and related coverage and clips this month).		45.00T 386.00
Sales tax		3.71
<i>}</i>		
	يرد و و حد ما حديد و	
	TOTAL	\$8,934.71